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New York theatre seating
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NEW YORK

THEATRE SEATING PLANS

Corrected to November 22, 1926

JOHN WANAMAKER

NEW YORK

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THE WANAMAKER DIARY

has carried seating plans of the New York Theatres for many years. Starting with the few theatres of 20 years ago, the number has grown year by year, until now the builders of new theatrical houses have outstripped the Diary's capacity, unless we make it an unwieldy volume.

So this year we publish this Seating Plan Book as a Supplement to the 1927 Diary. It gives the seating plans of 76 New York Theatres arranged alphabetically, and shows even the new ones of 1926.

Additional copies of this book may be had for the asking. Call at the Theatre Ticket Office, Street Floor, Old Building, Fourth Avenue and 10th Street, or write or telephone for your copy—Stuyvesant 4700—The Book Store—John Wanamaker New York.

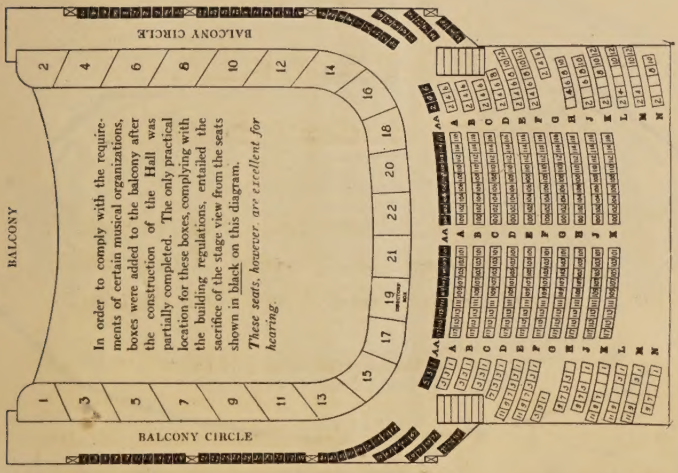
WANAMAKER
Theatre Ticket Service

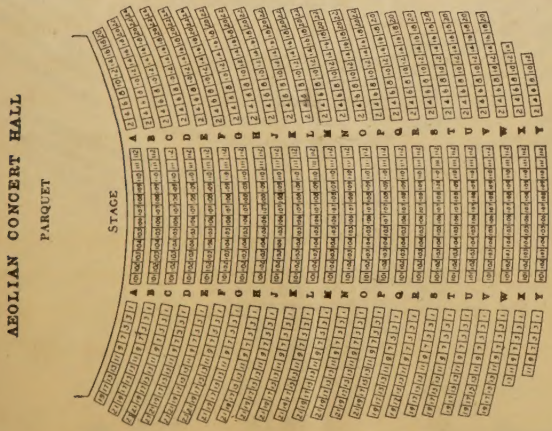
THE easiest way to take care of an evening in town is through our Theatre Ticket Office, Information Bureau, Street Floor, Old Building.

There theatre tickets may be obtained by you without extra charge by us. The best available seats will be secured at Box Office rates, or the reliable agencies will be used when that becomes necessary. It is the present theatrical custom to assign the first ten rows or more to the Theatre Ticket Agencies, who charge the legal 55c (including tax) on the Box Office price. These Agencies, in turn, work best with people well known to them.

Our long experience has developed the most effective sources of service, and these are drawn upon for our customers' benefit. Please remember that there is never any extra charge by Wanamaker's.

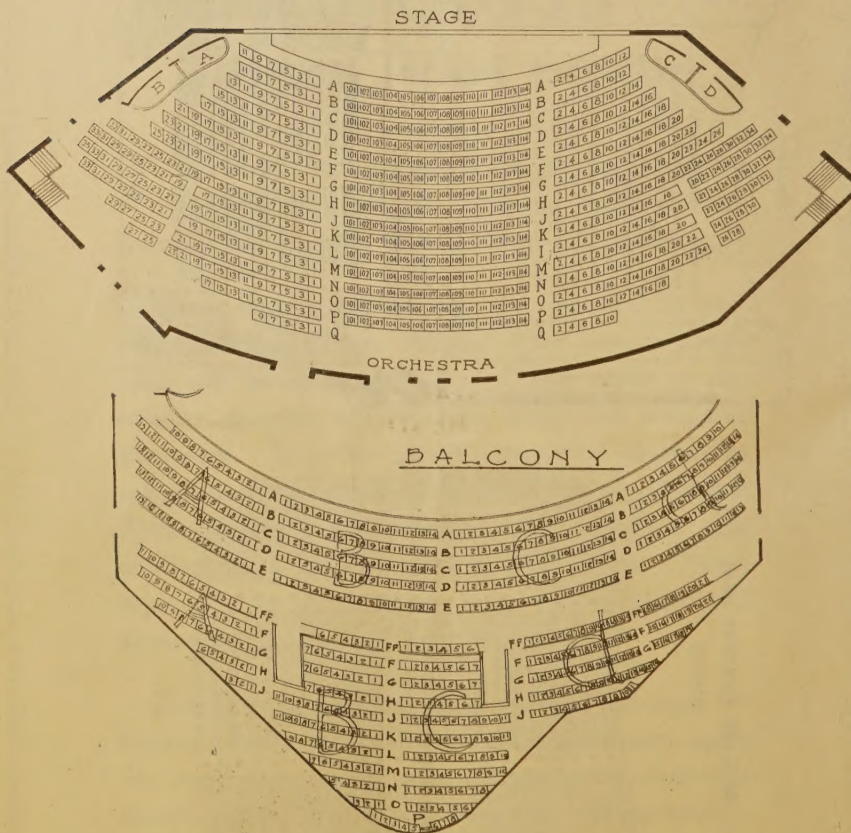
AEOLIAN CONCERT HALL





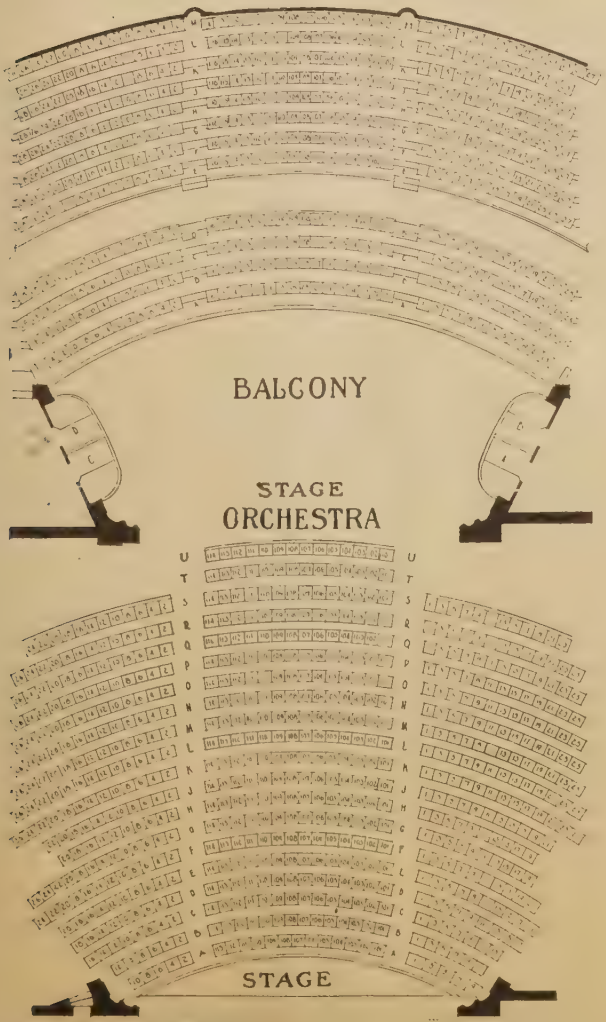
34 WEST 43RD STREET, WEST OF FIFTH AVENUE

AMBASSADOR THEATRE



215 W. 49TH STREET, NEAR BROADWAY

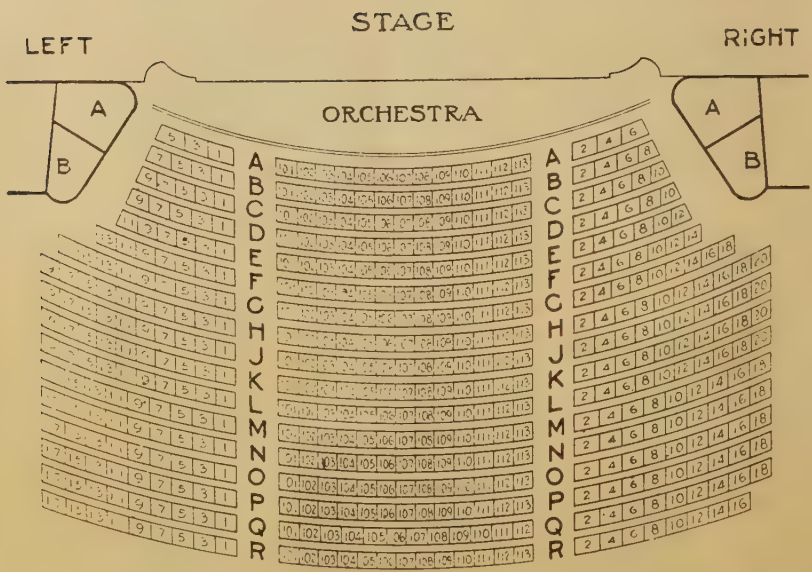
APOLLO THEATRE



219 W. 42ND STREET, WEST OF BROADWAY

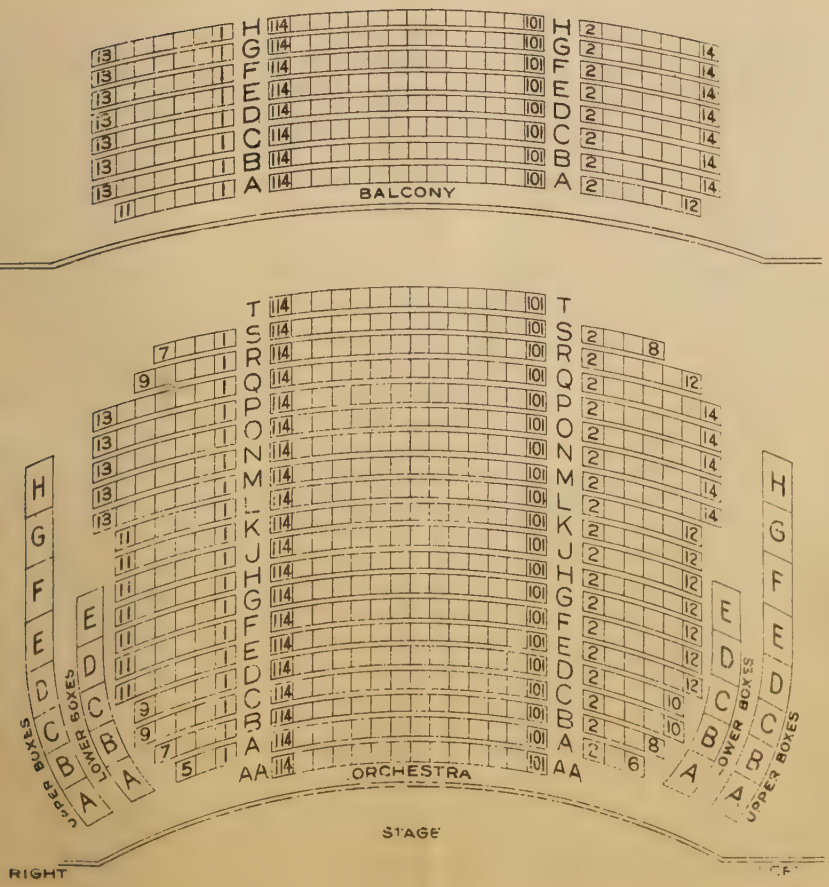
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

ASTOR THEATRE



BROADWAY AND 45TH STREET

NORA BAYES THEATRE



216 WEST 44TH STREET

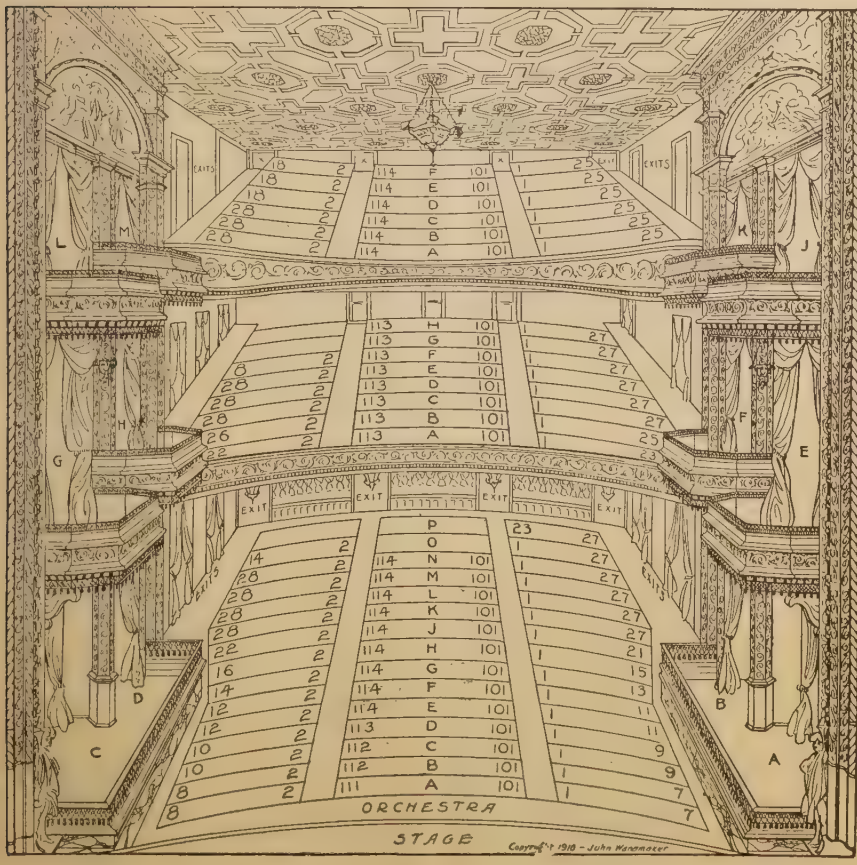
MARTIN BECK THEATRE

302 WEST 45TH STREET

PHONE, PENNSYLVANIA 6100

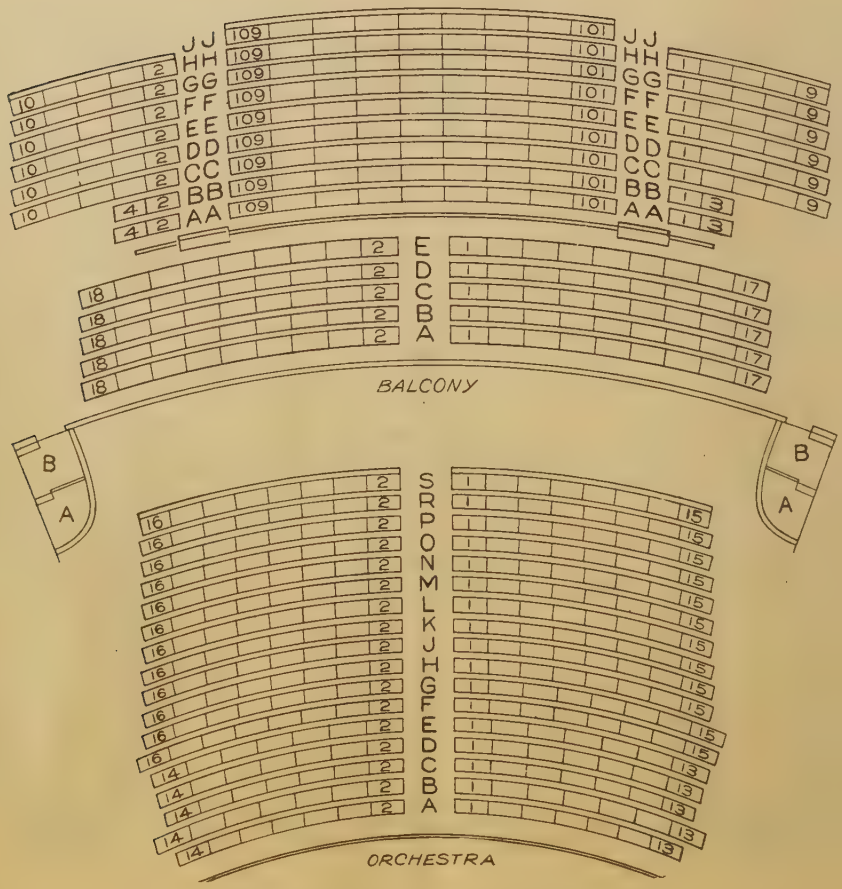
Corrected Diagram not available at this time

BELASCO THEATRE



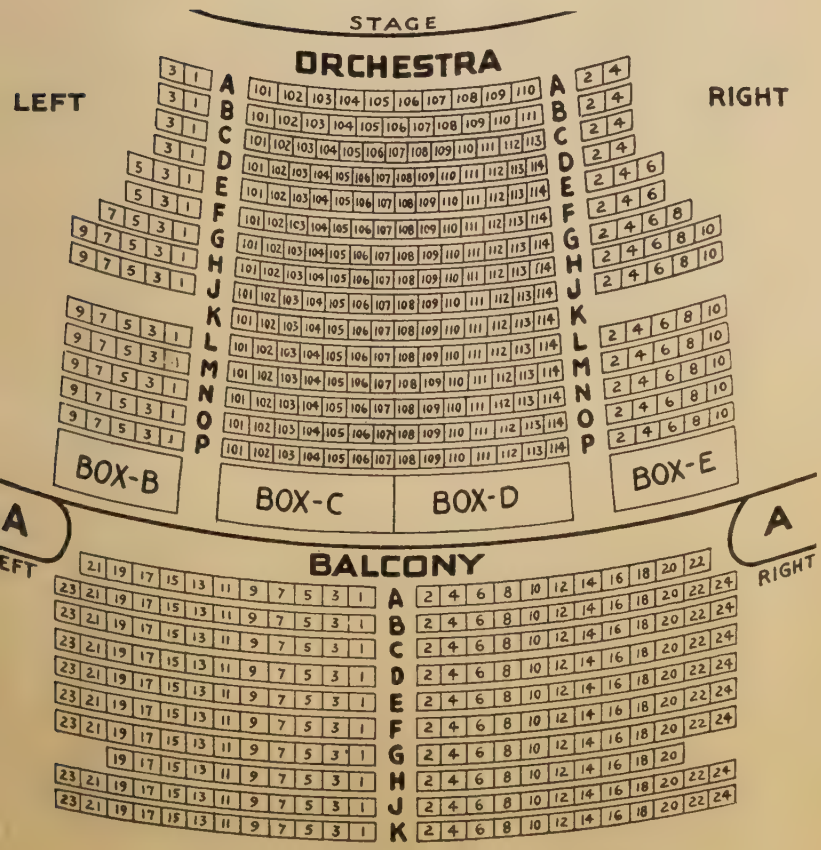
115 W. 44TH STREET, NEAR BROADWAY

BELMONT THEATRE



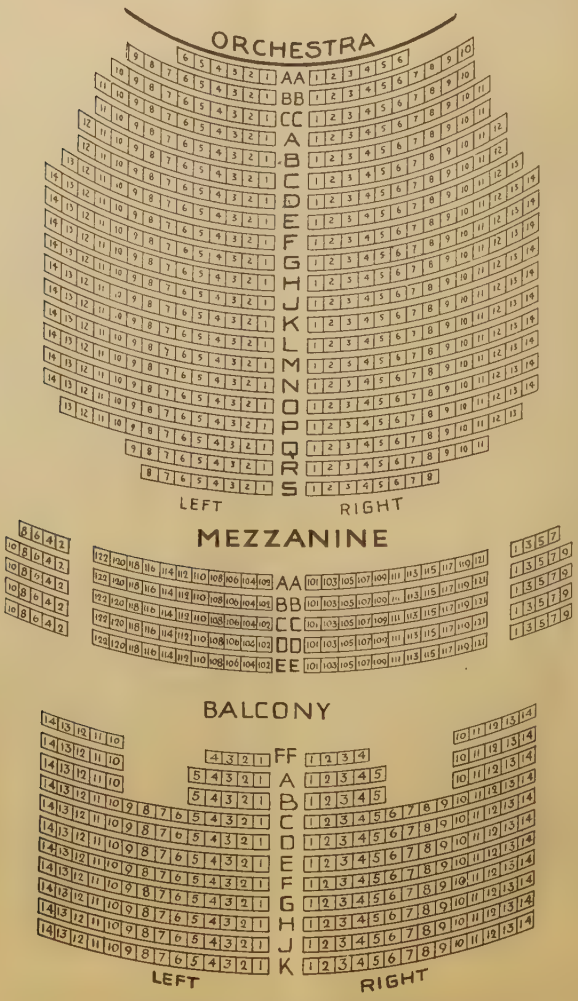
123 W. 48TH STREET, EAST OF BROADWAY

BIJOU THEATRE



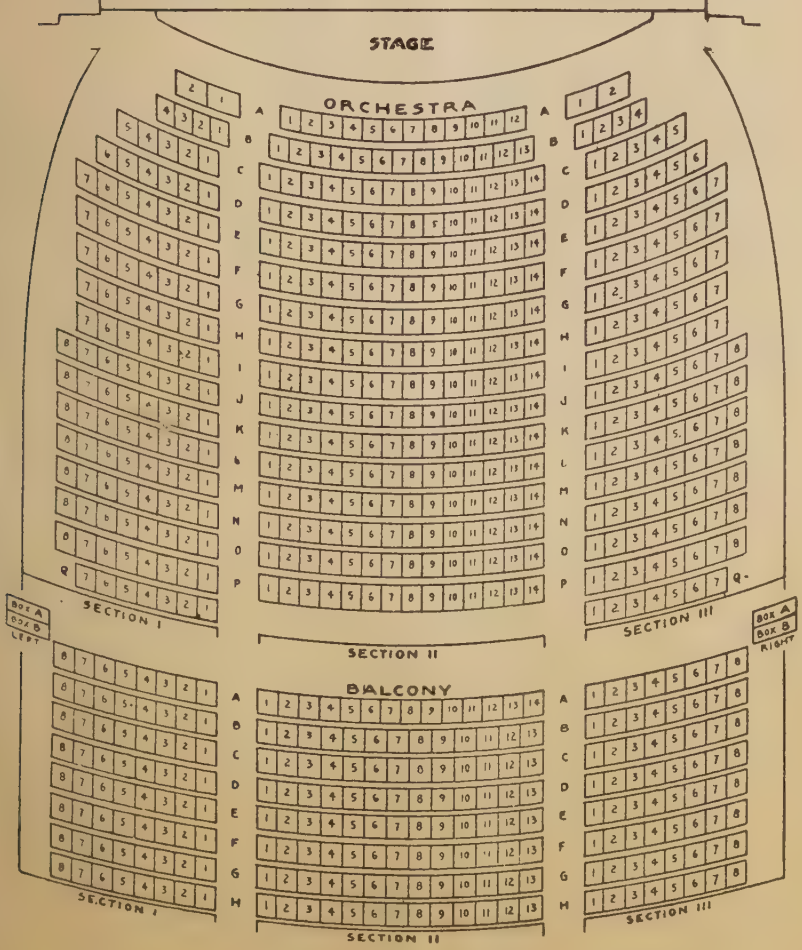
FORTY-FIFTH STREET, WEST OF BROADWAY

BILTMORE THEATRE



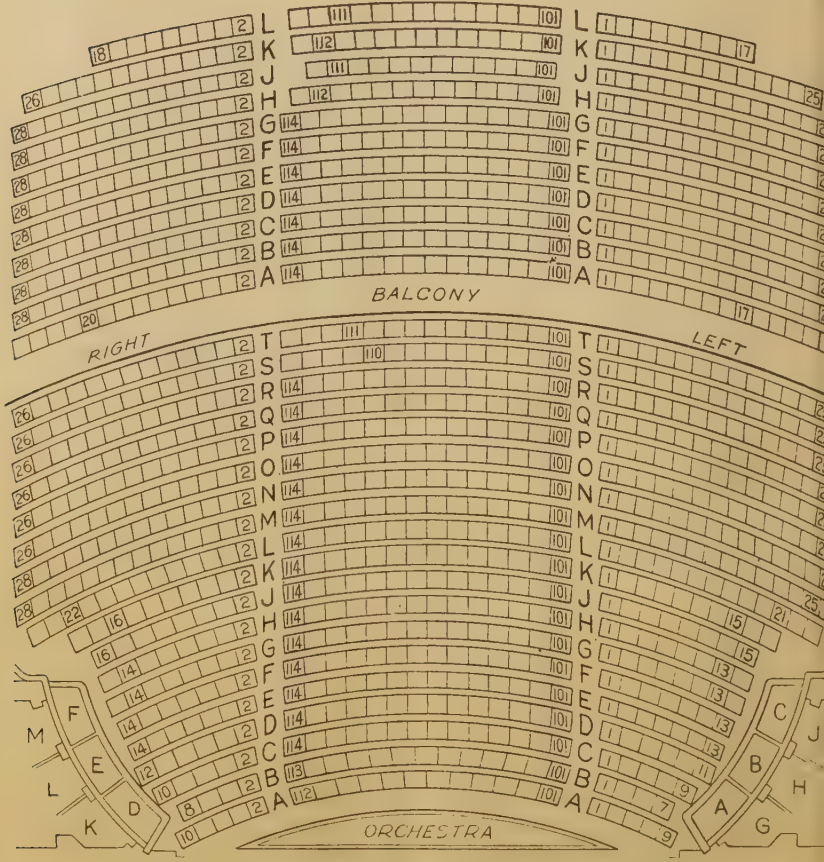
47TH STREET, WEST OF BROADWAY

THE BOOTH THEATRE



222 W. 45TH STREET, WEST OF BROADWAY

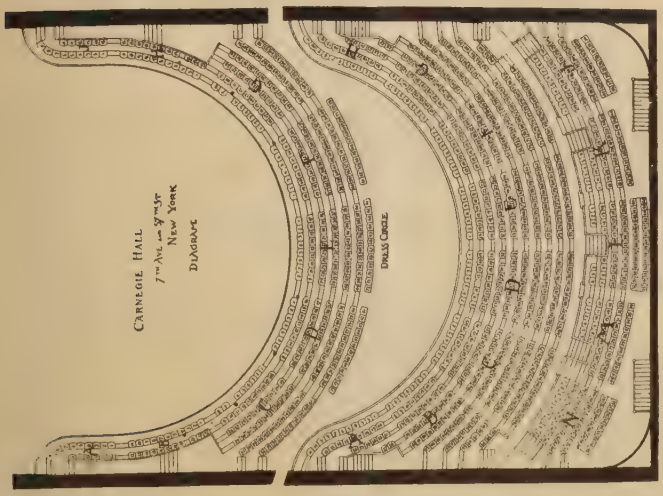
THE BROADHURST THEATRE

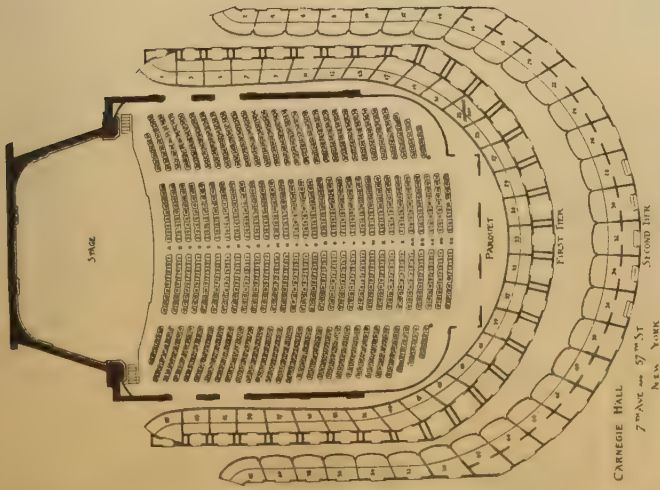


235 WEST 44TH STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Buildi

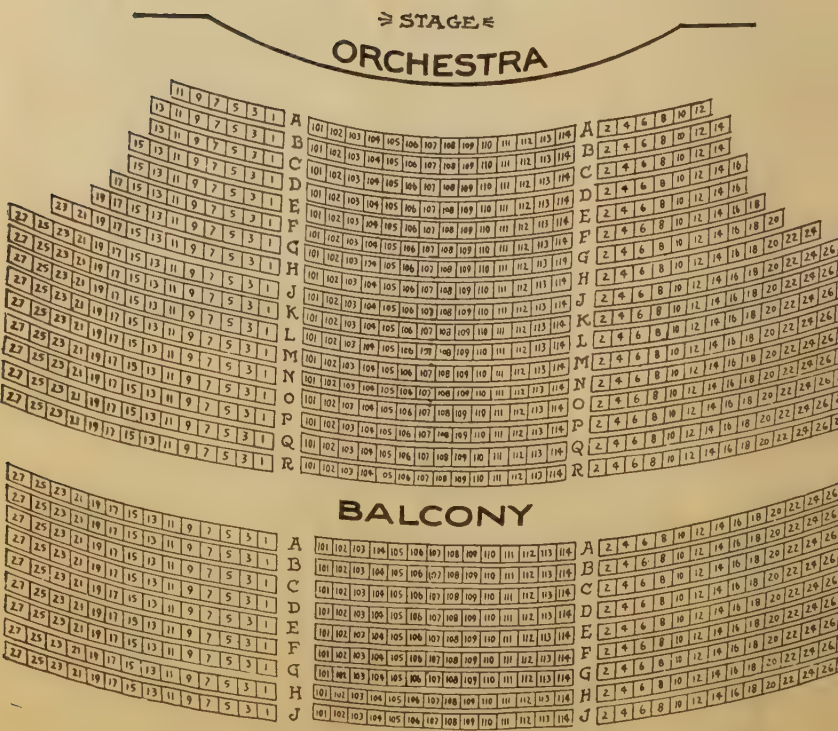
CARNEGIE HALL





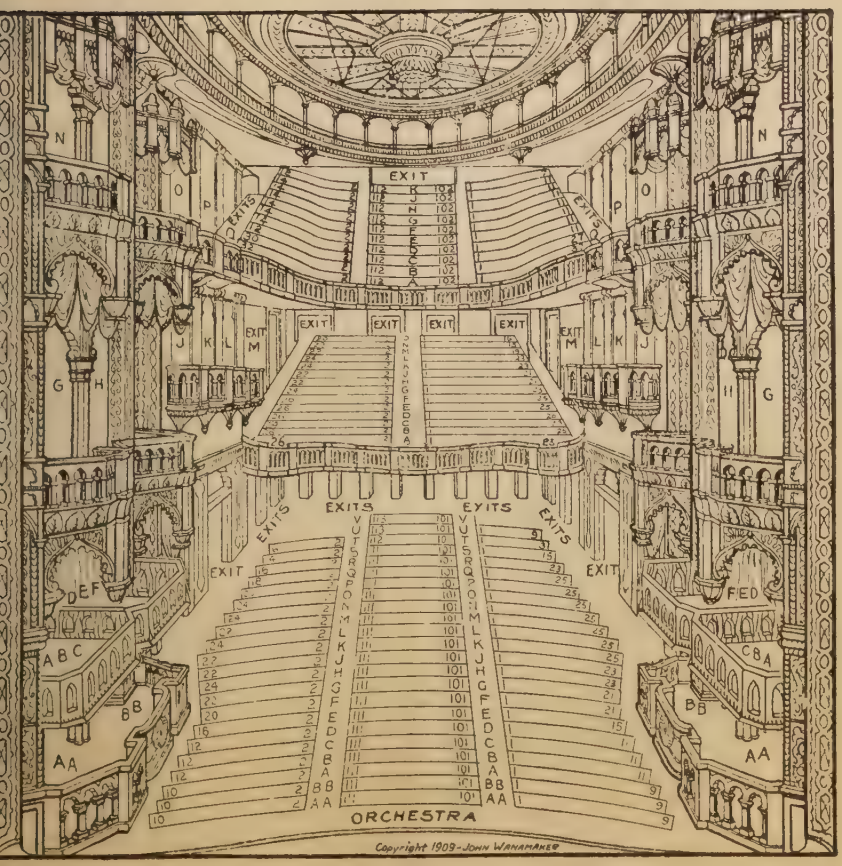
SEVENTH AVENUE, CORNER FIFTY-SEVENTH STREET

EARL CARROLL THEATRE



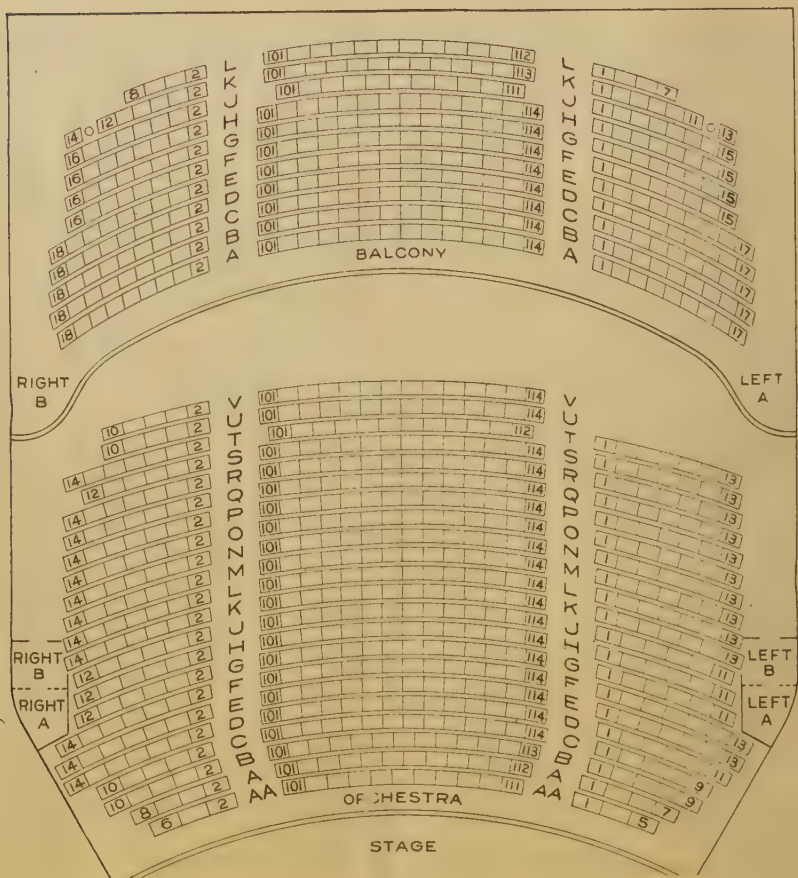
SEVENTH AVENUE AND 50TH STREET

CASINO THEATRE



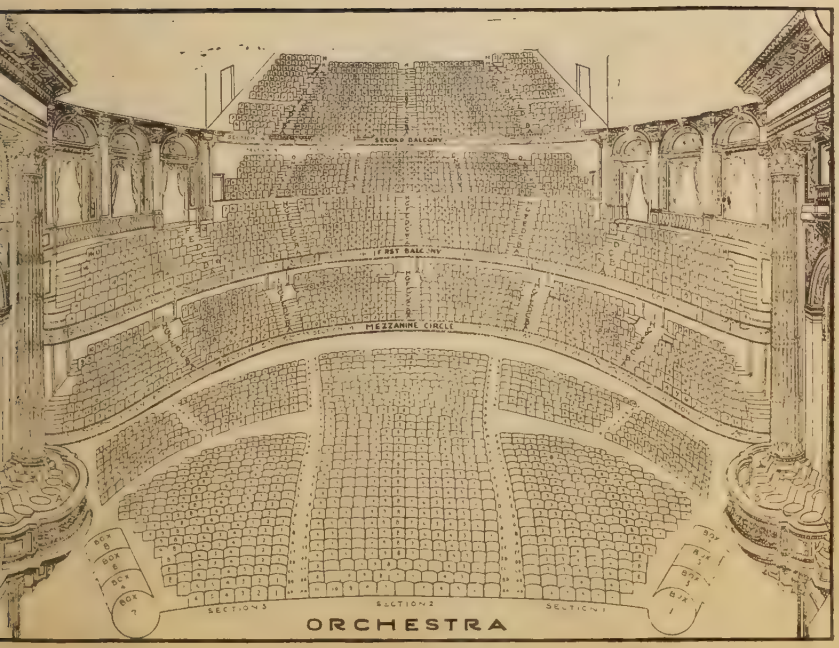
BROADWAY AND 39TH STREET

CENTRAL THEATRE



BROADWAY AND 47TH STREET

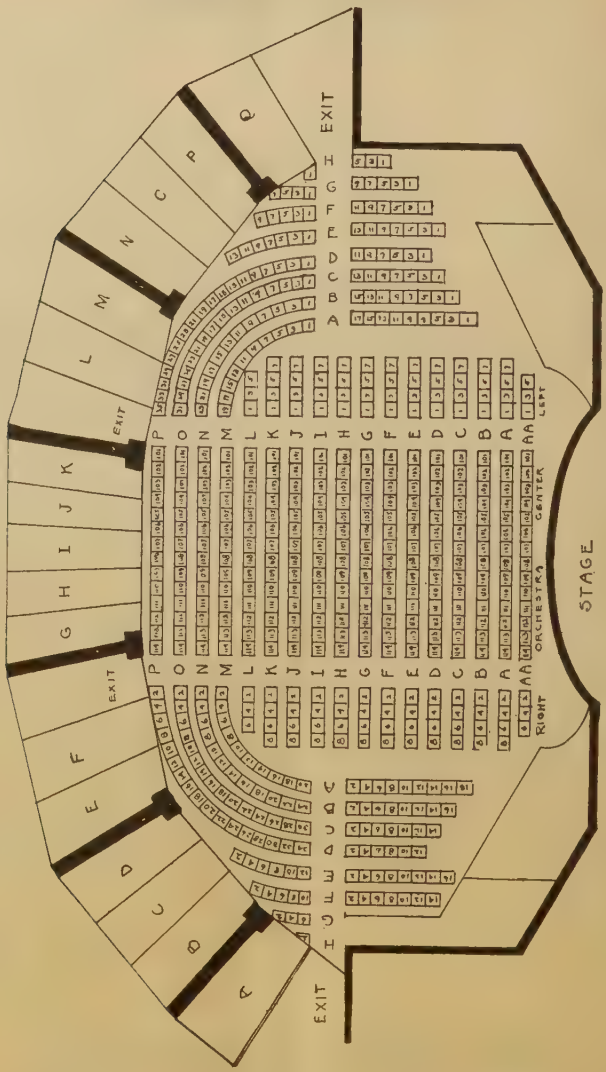
THE CENTURY



CENTRAL PARK WEST, AND 62ND STREET

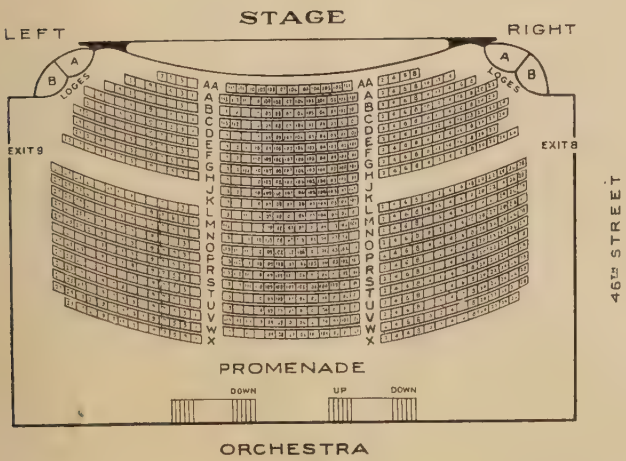
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

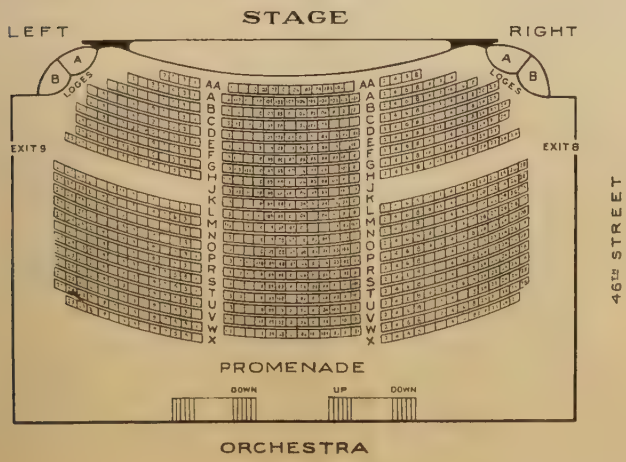
CENTURY ROOF



CENTRAL PARK WEST, AND 62ND STREET

CHANIN'S 46th STREET THEATRE





46TH STREET, WEST OF BROADWAY

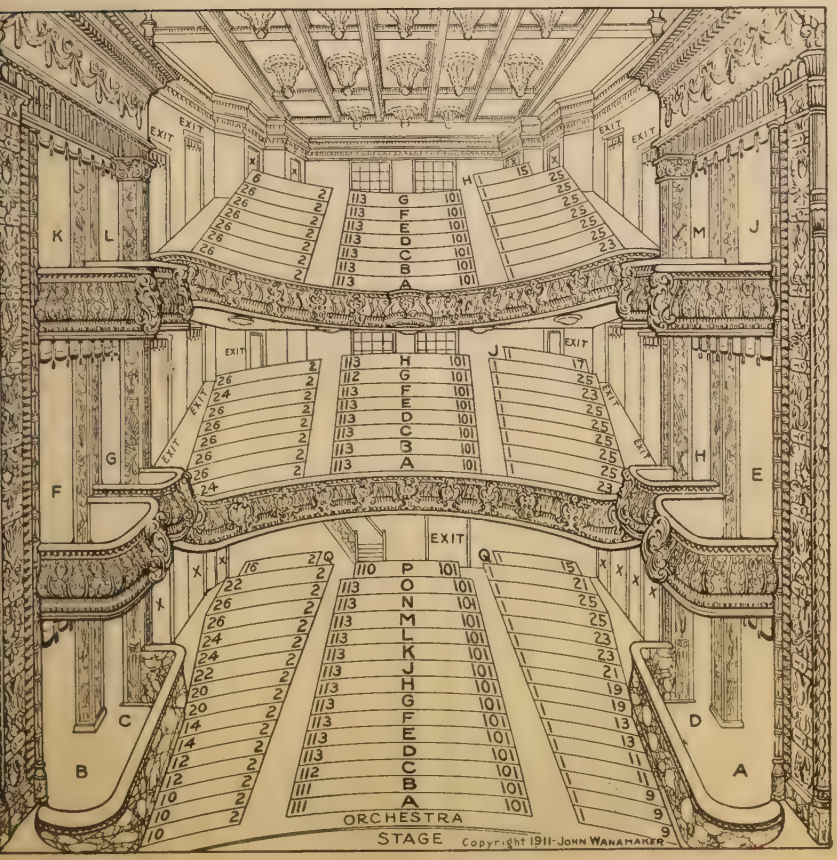
CIVIC REPERTORY

105 WEST 14TH STREET

PHONE, WATKINS 7767

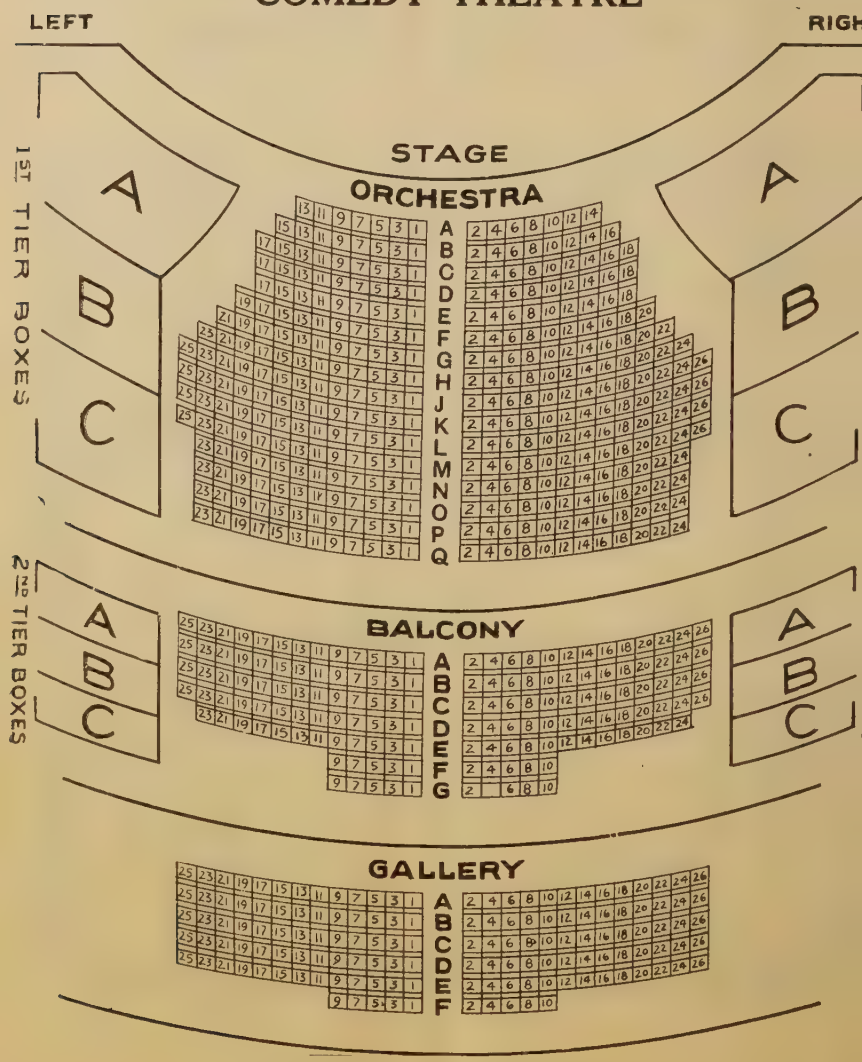
Seating plan not available at this time

GEO. M. COHAN THEATRE



1480 BROADWAY, AT 42ND STREET

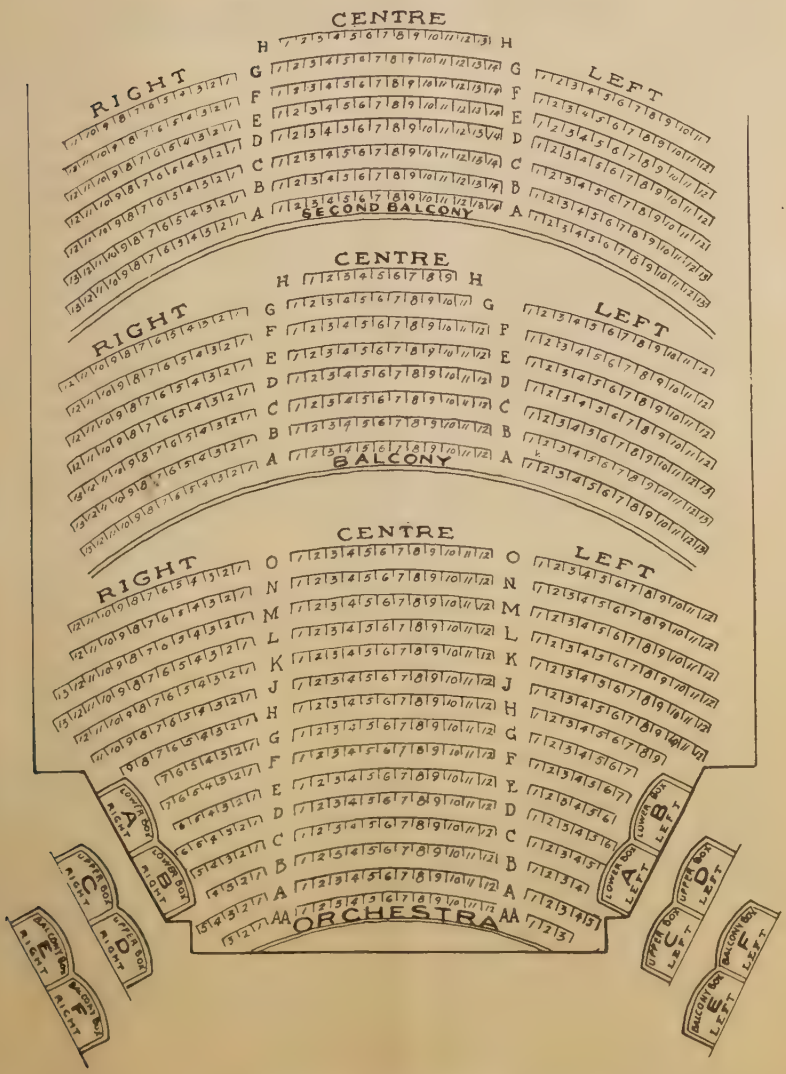
COMEDY THEATRE



110 WEST 41ST STREET, NEAR 6TH AVENUE

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Buildin

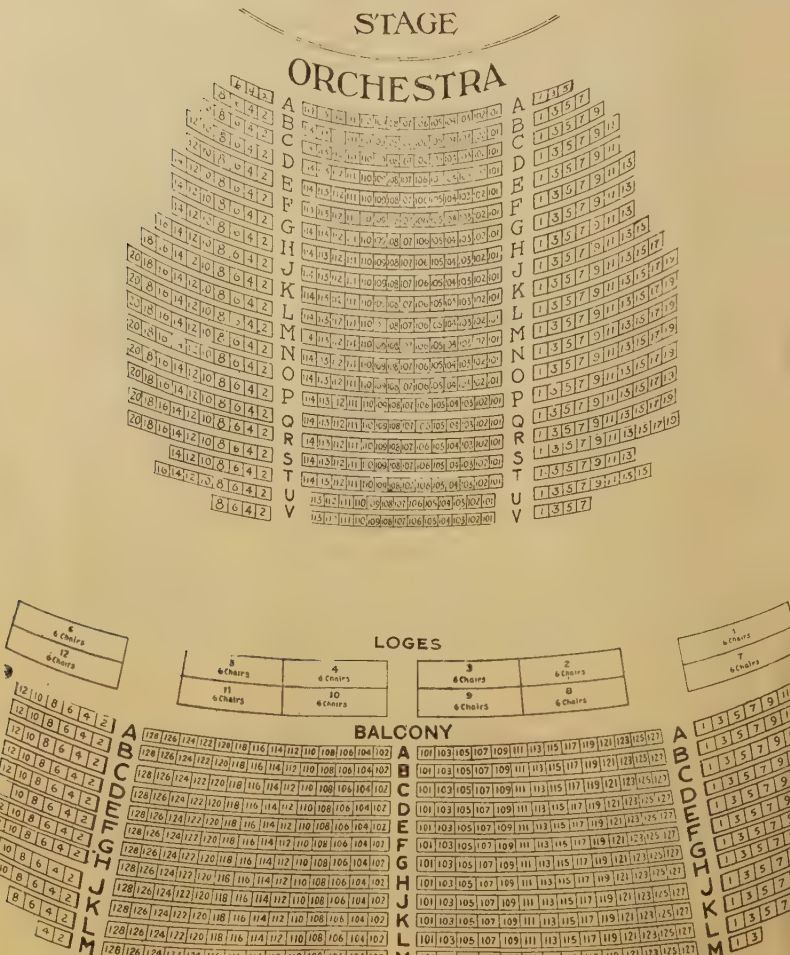
CORT THEATRE



48TH STREET EAST OF BROADWAY

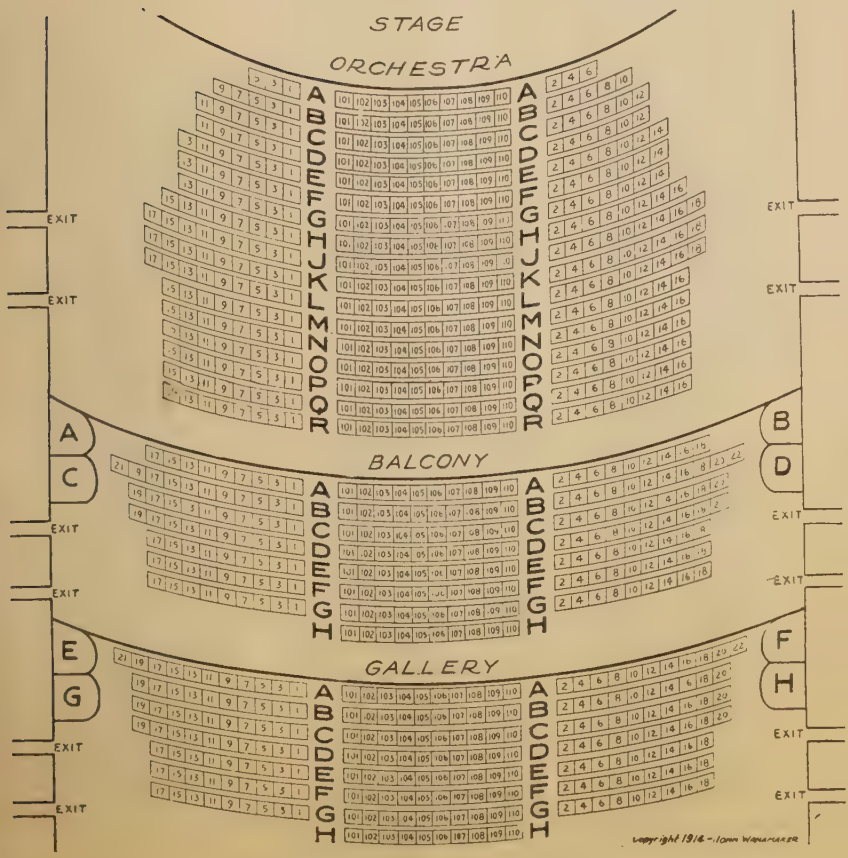
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

COSMOPOLITAN THEATRE



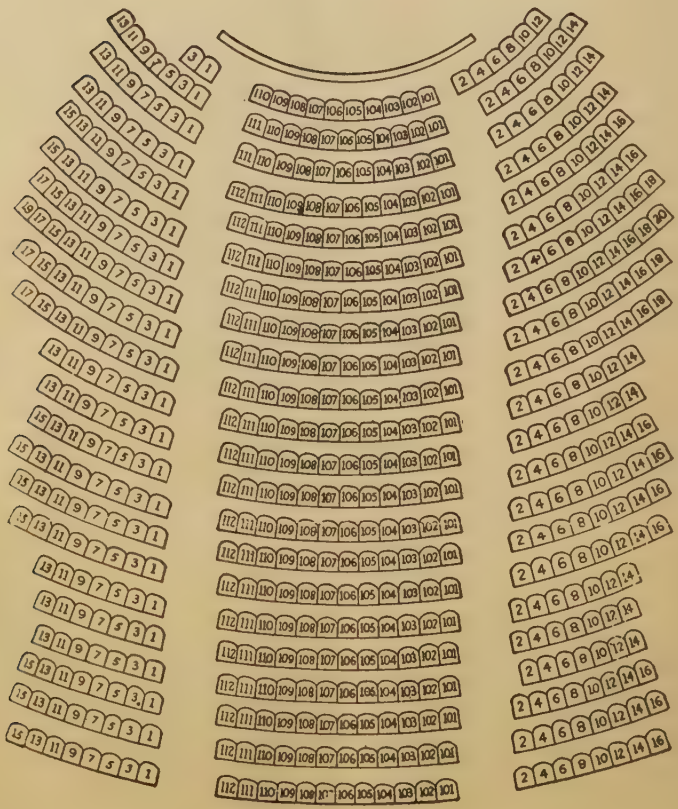
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Buil

ELTINGE THEATRE



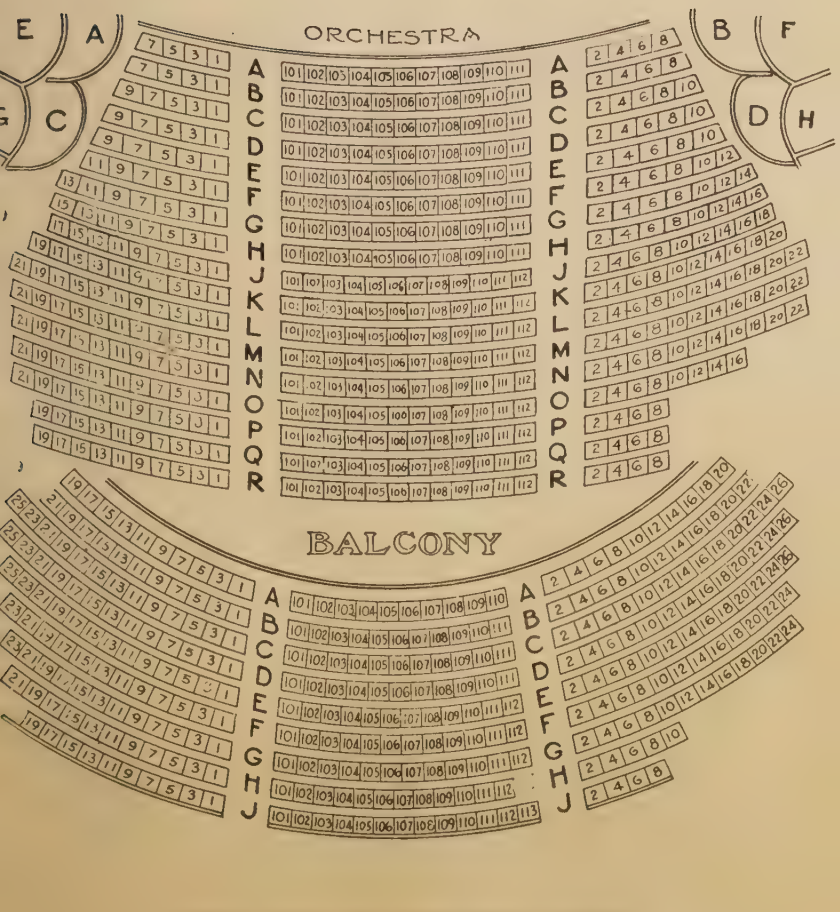
236 W. 42ND STREET, NEAR BROADWAY

EMBASSY THEATRE



1560 BROADWAY, BETWEEN 46TH AND 47TH STREETS

EMPIRE THEATRE



BROADWAY AND FORTIETH STREET

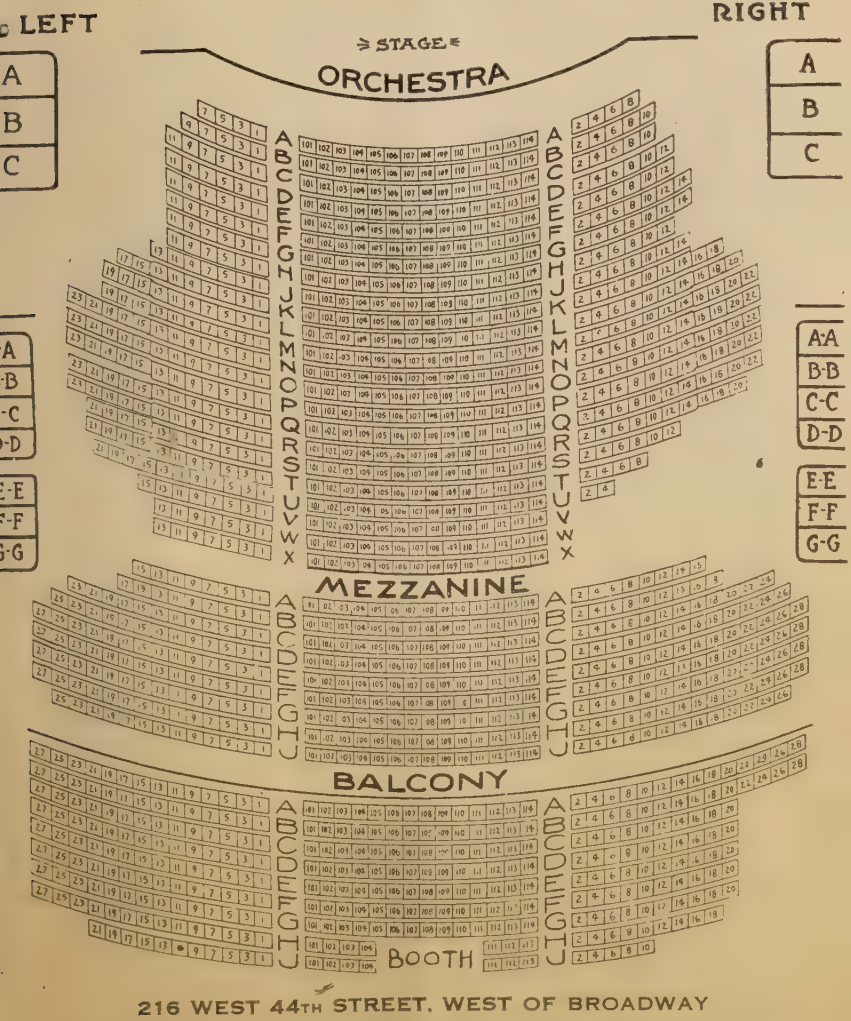
FORREST THEATRE

224 WEST 49TH STREET
BETWEEN BROADWAY AND EIGHTH AVENUE

PHONE CHICKERING 6231

Seating plan not available at this time

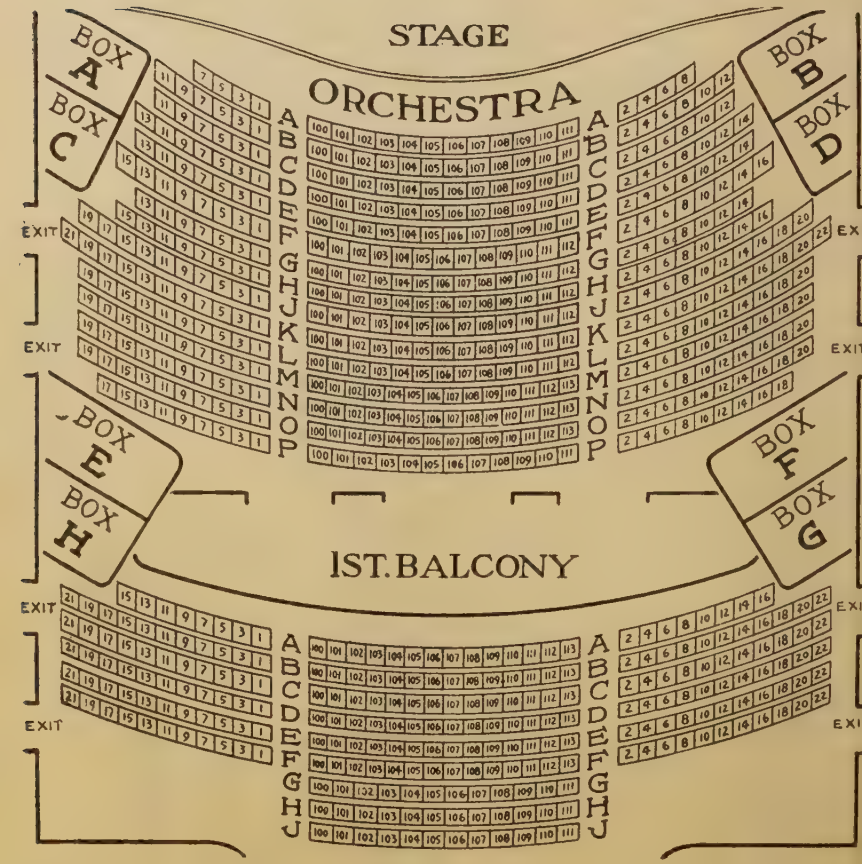
44th STREET THEATRE



216 WEST 44TH STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

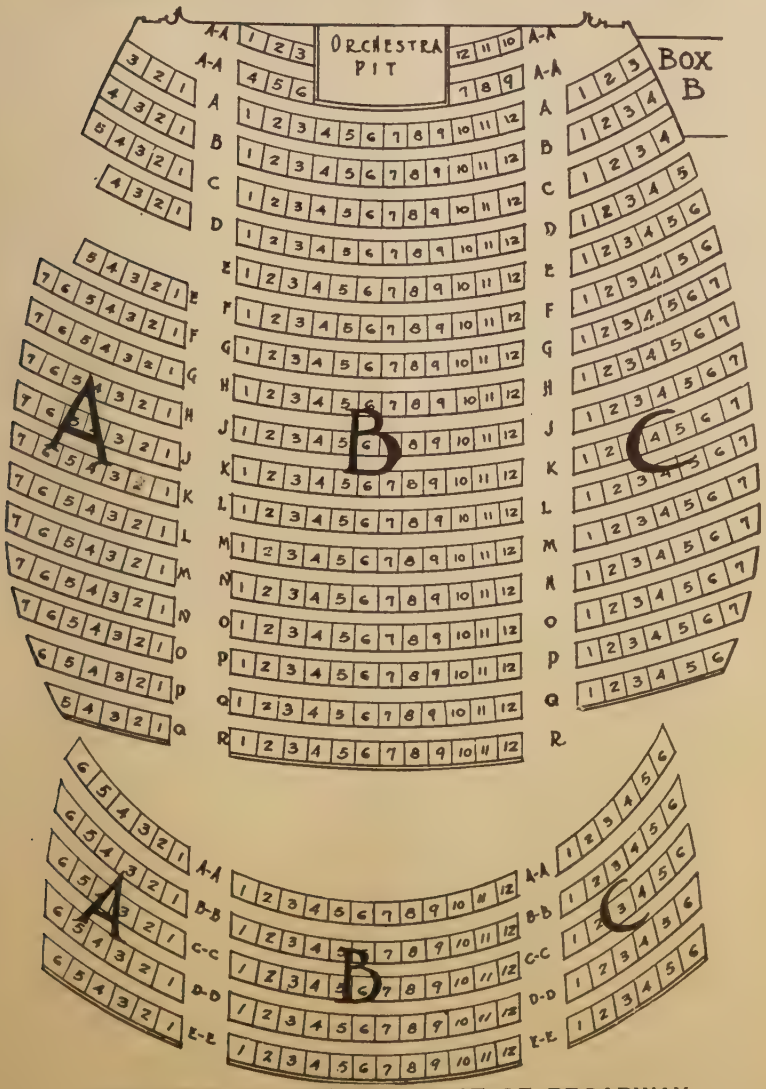
FORTY-EIGHTH STREET THEATRE



157 W. 48TH STREET, EAST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

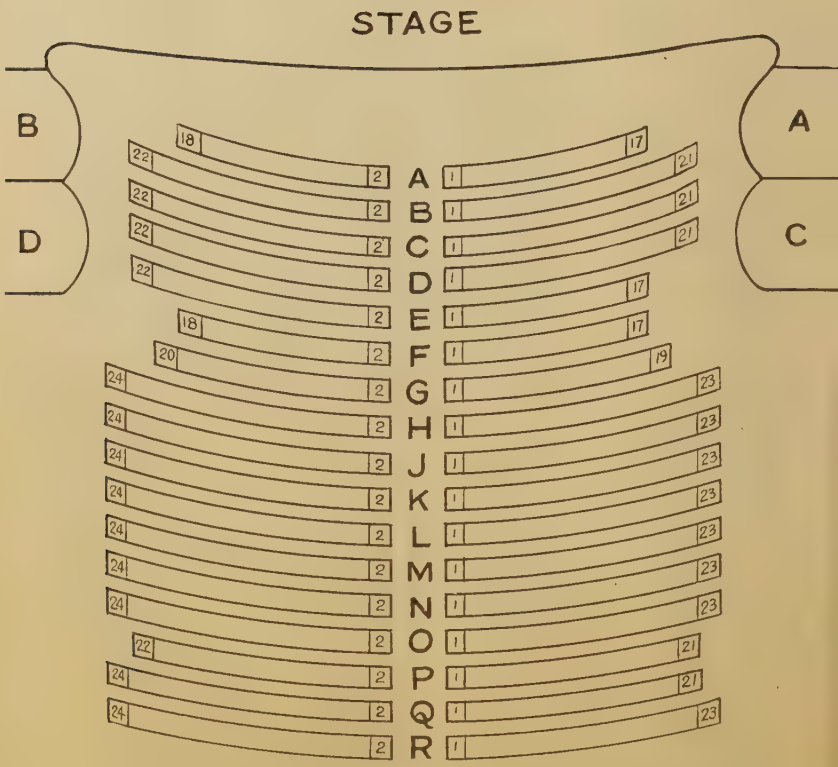
FORTY-NINTH STREET THEATRE



235 WEST 49TH STREET, WEST OF BROADWAY

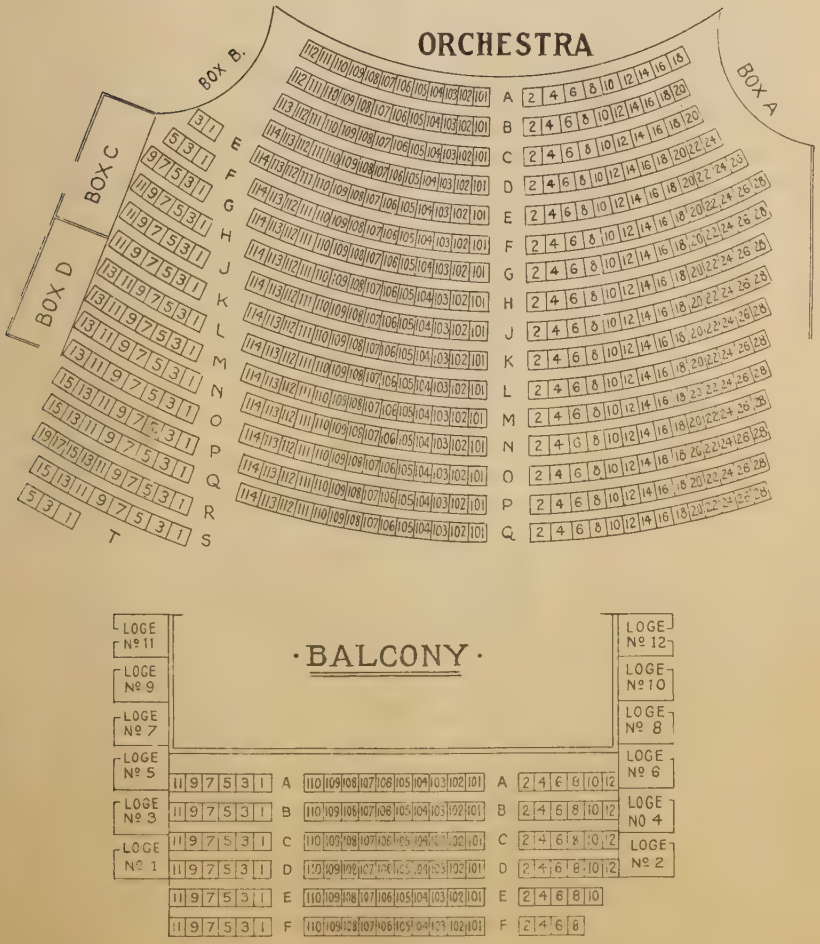
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

FRAZEE THEATRE



254 W. 42ND STREET, NEAR 8TH AVENUE

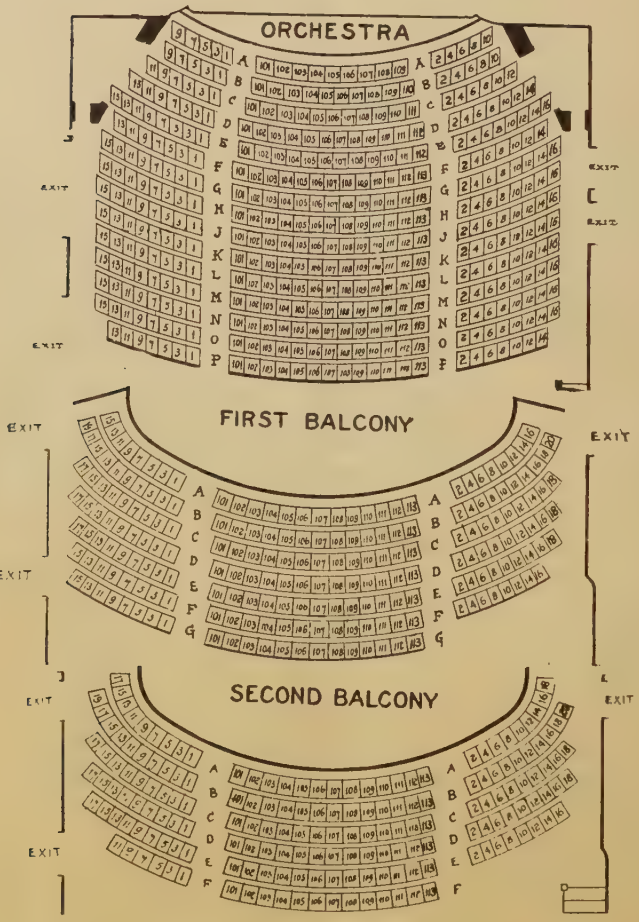
FROLIC THEATRE



(ATOP NEW AMSTERDAM THEATRE)

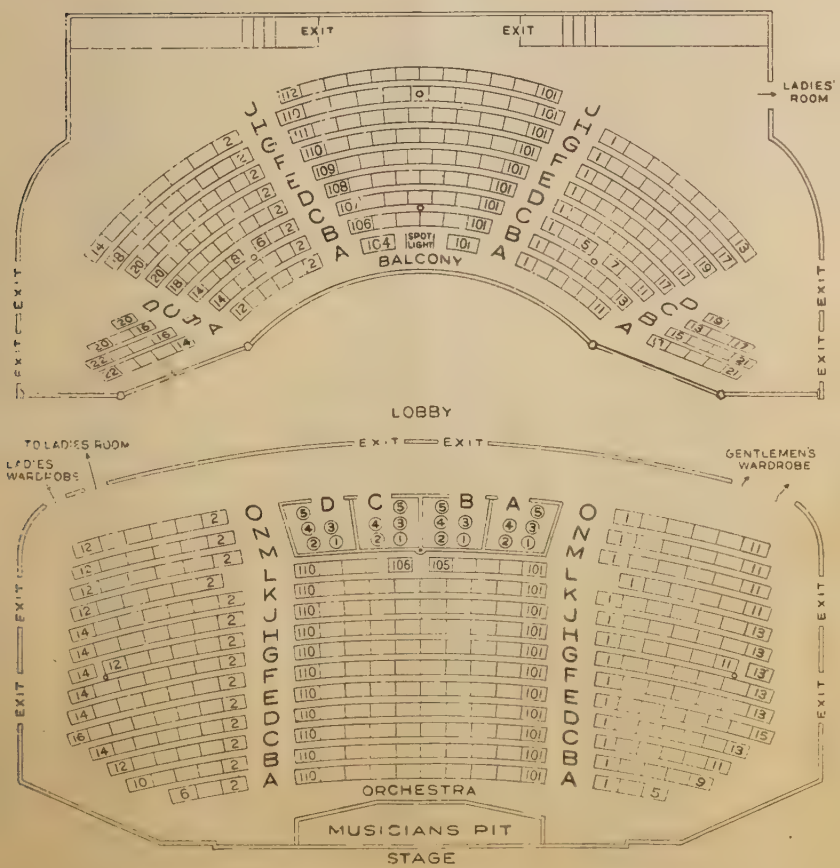
214 WEST 42ND STREET, NEAR 7TH AVENUE

GAIETY THEATRE



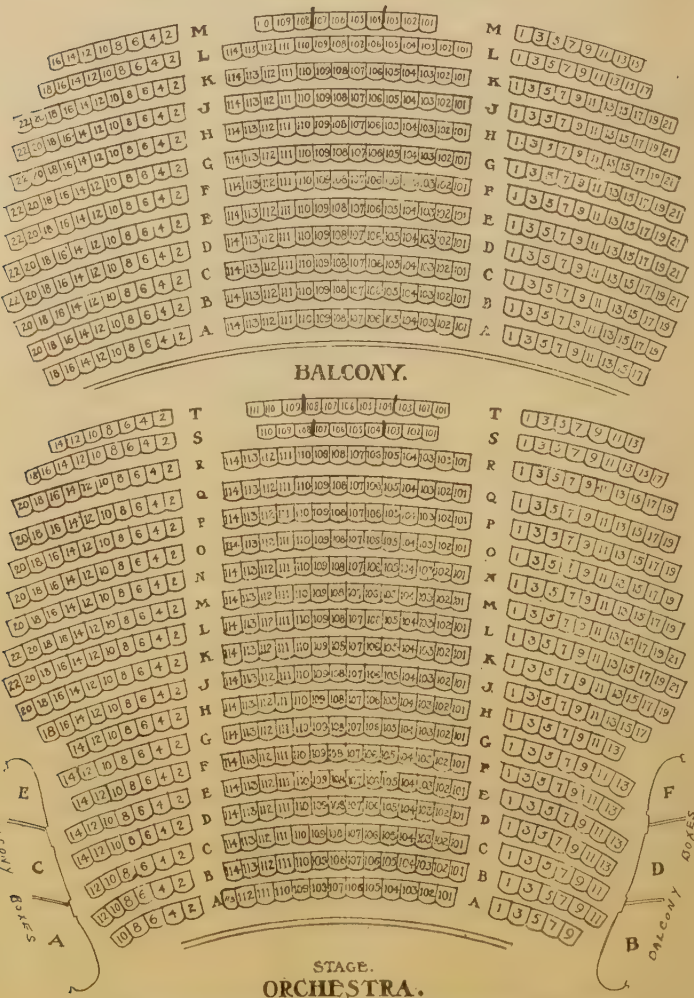
BROADWAY AND 46TH STREET

GARRICK THEATRE

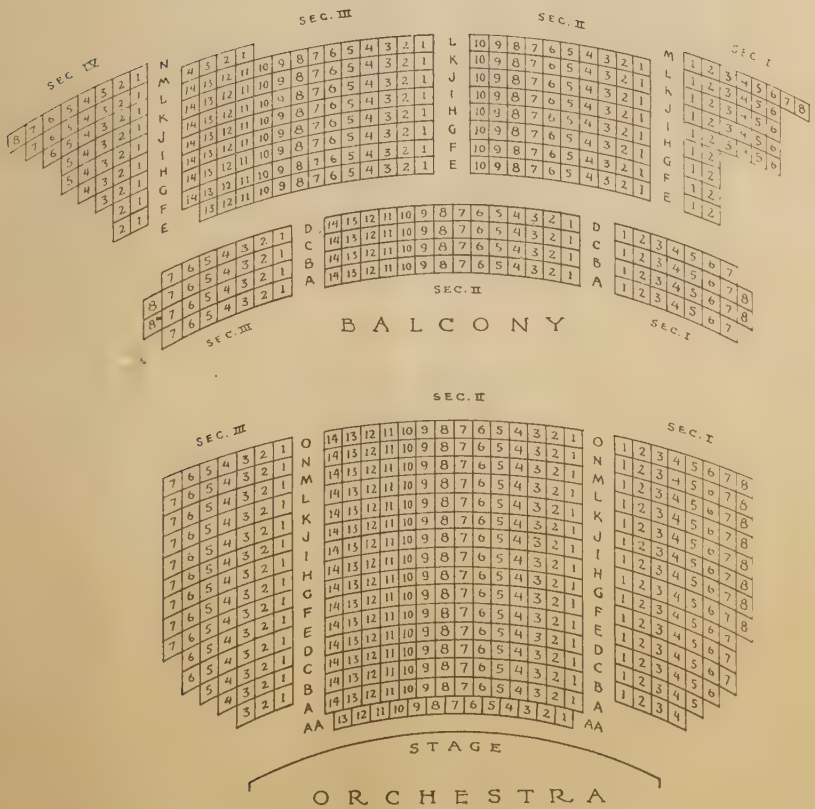


65 W. 35TH STREET, EAST OF BROADWAY

GLOBE THEATRE

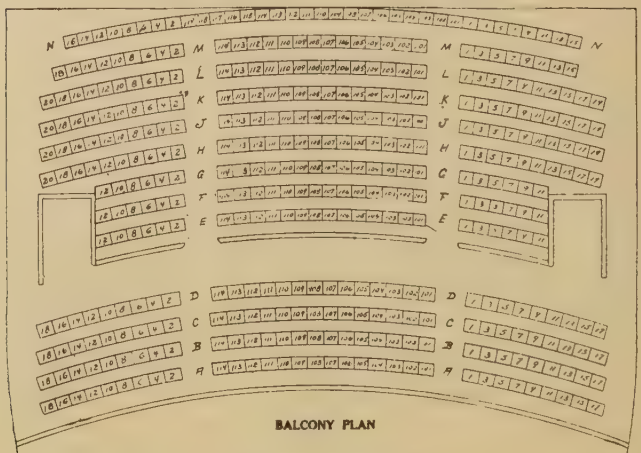


THE JOHN GOLDEN THEATRE

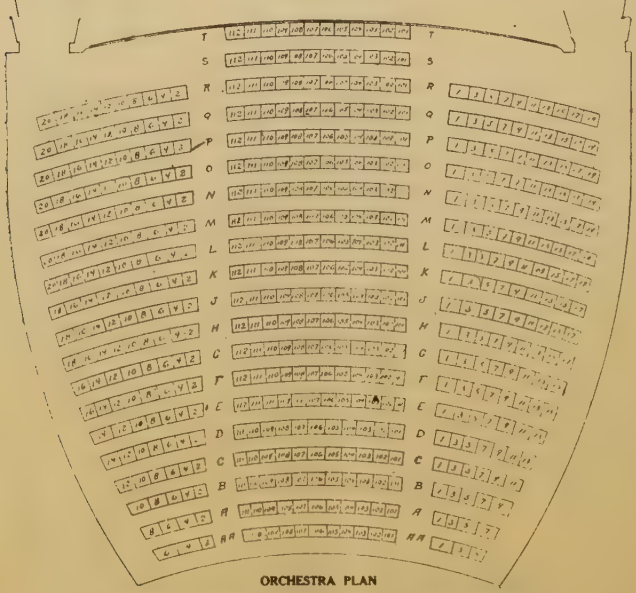


58TH STREET, BETWEEN BROADWAY AND 7TH AVENUE

GUILD THEATRE



BALCONY PLAN



ORCHESTRA PLAN

52ND STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

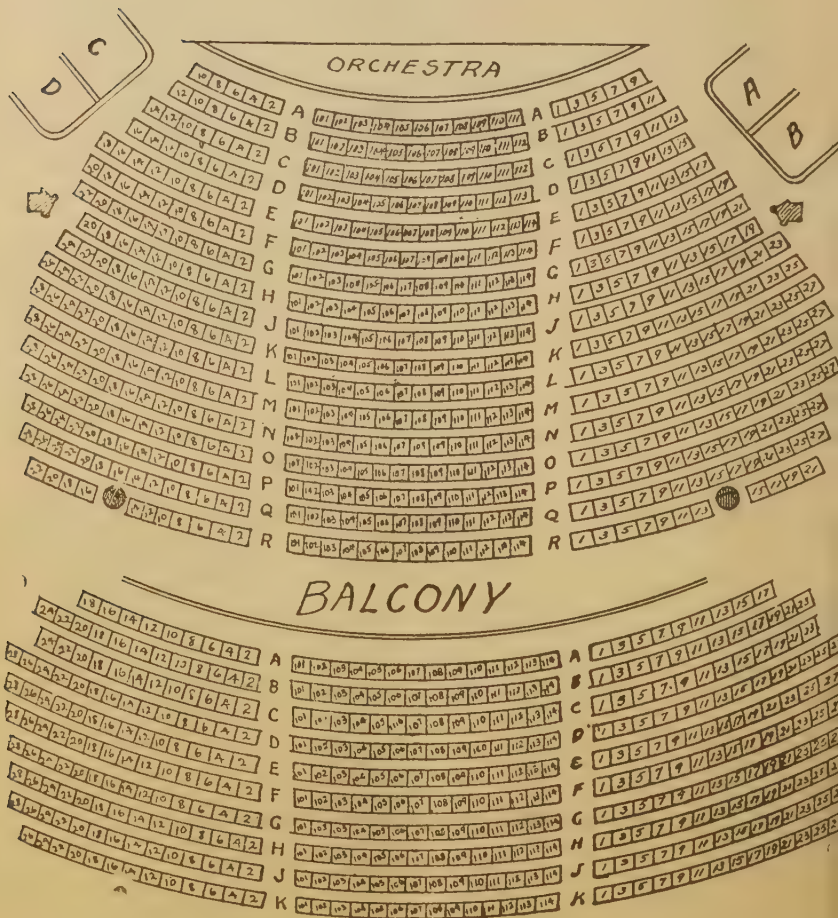
HAMPDEN'S

BROADWAY AND 62ND STREET

PHONE COLUMBUS 3073

Seating plan not available at this time

HARRIS THEATRE



42ND STREET, NEAR 7TH AVENUE

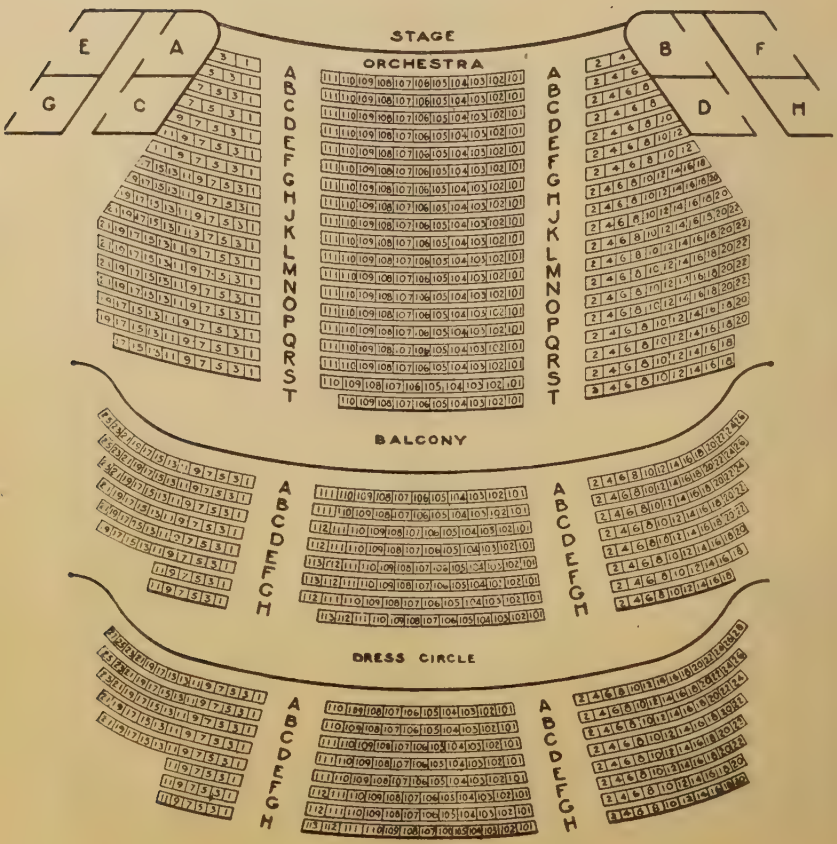
HIPPODROME

SIXTH AVENUE AND 43RD STREET

PHONE VANDERBILT 3400

Seating plan not available at this time

HUDSON THEATRE



139 W. 44TH STREET, NEAR SIXTH AVENUE

IMPERIAL THEATRE

STAGE

LEFT RIGHT

46TH STREET

EXIT 1 EXIT 2 EXIT 3 EXIT 4 EXIT 5 EXIT 6 EXIT 7

EXIT 8 EXIT 9

LOBBY TO 45TH ST.

PROMENADE

UP

ORCHESTRA

STAGE

FIRE ESCAPE

BOXES

DN

EXIT 10 EXIT 11 EXIT 12 EXIT 13

CROSS OVER

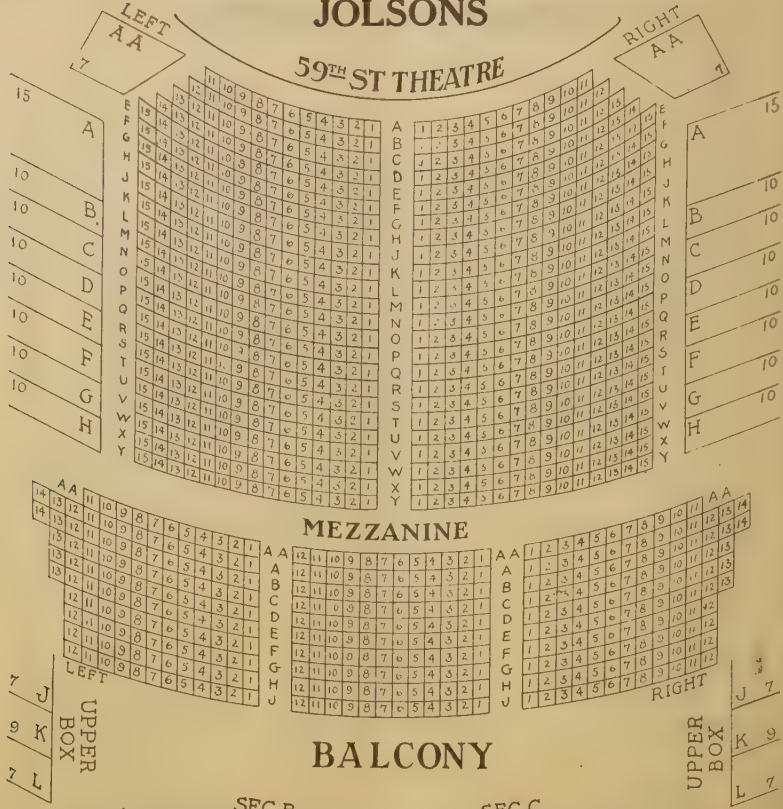
MEZZANINE & BALCONY

249 WEST 45TH STREET

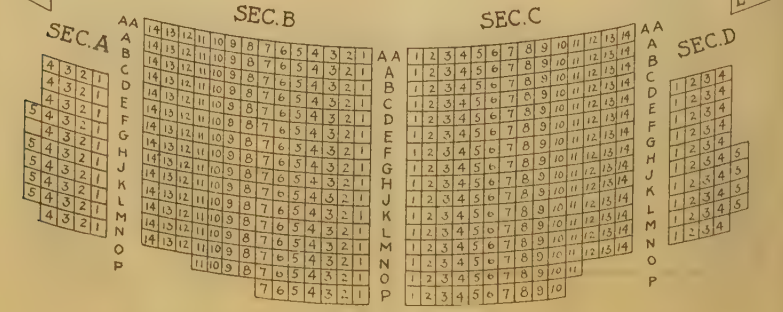
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

JOLSONS

59TH ST THEATRE

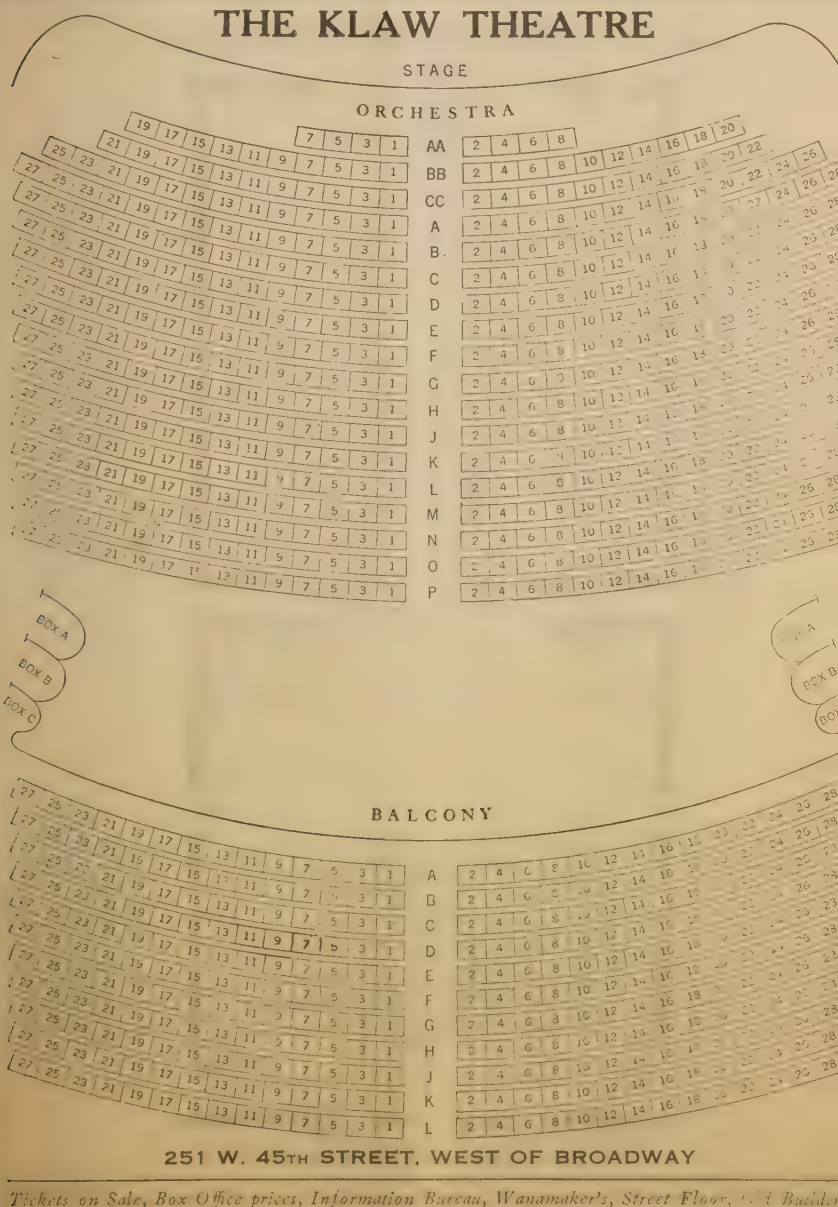


BALCONY



SEVENTH AVENUE AND 59TH STREET

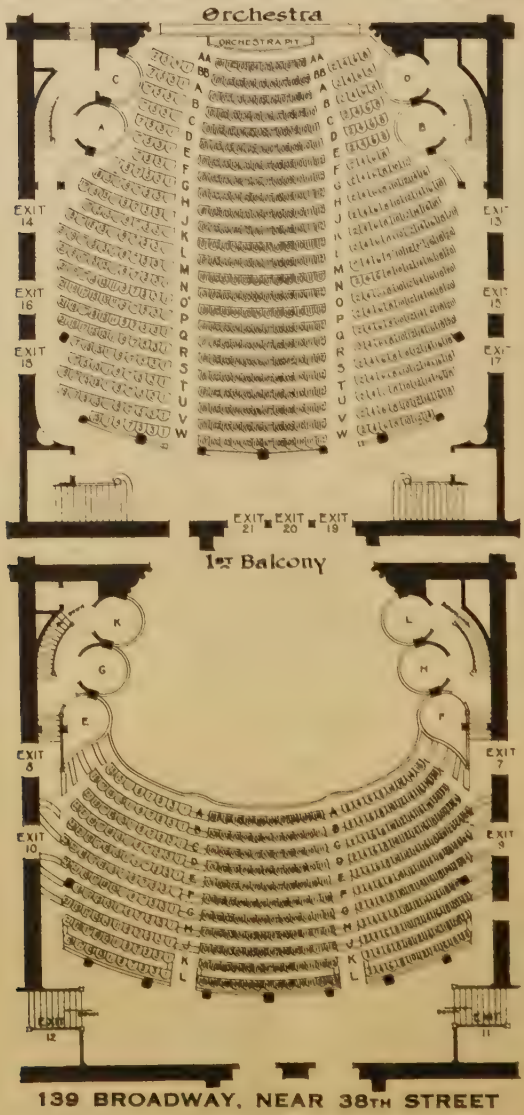
THE KLAW THEATRE



251 W. 45TH STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, [illegible] Building

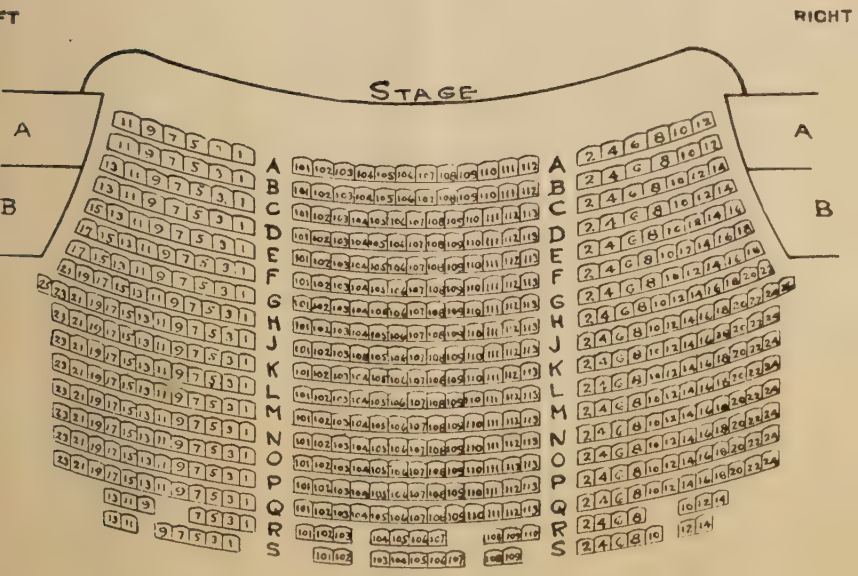
KNICKERBOCKER THEATRE



139 BROADWAY, NEAR 38TH STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

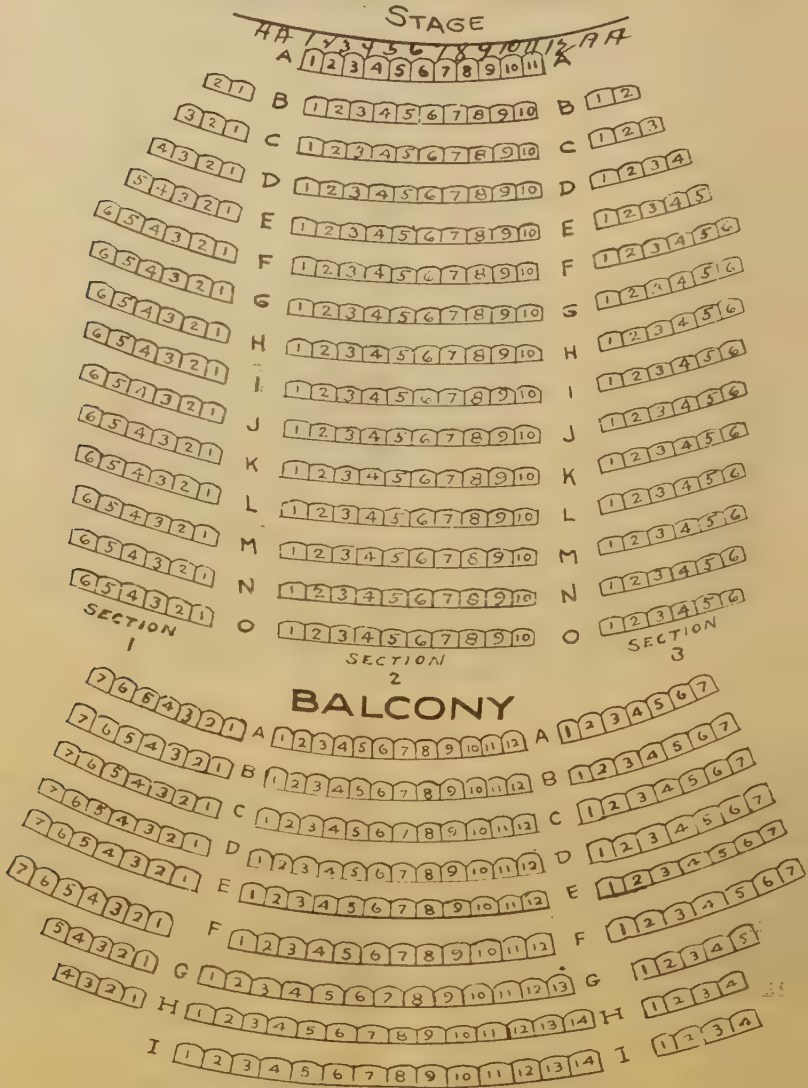
LIBERTY THEATRE



234 WEST 42ND STREET

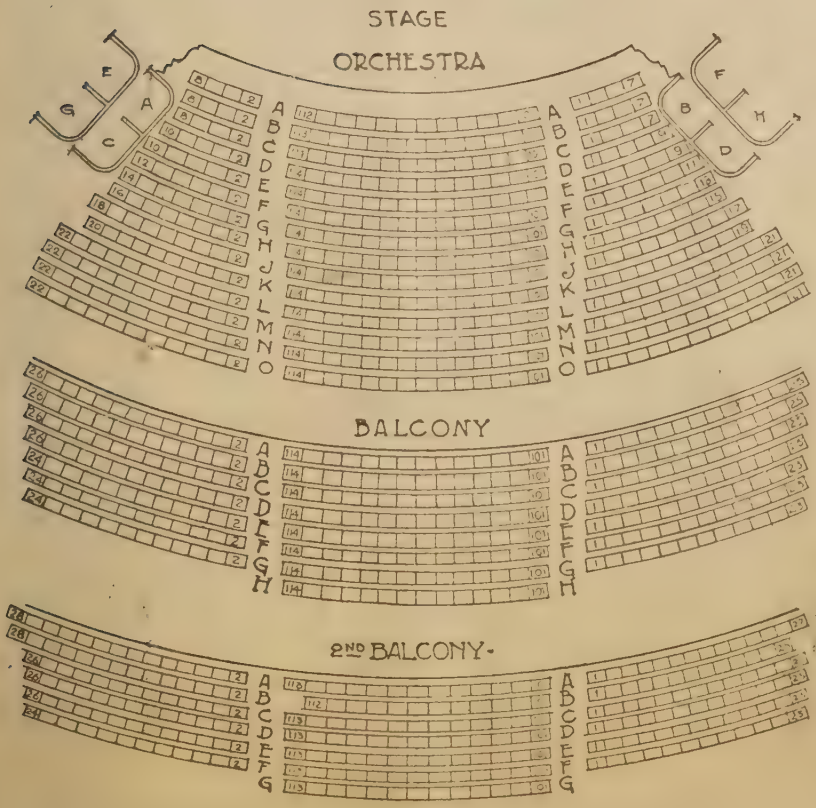
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

LITTLE THEATRE



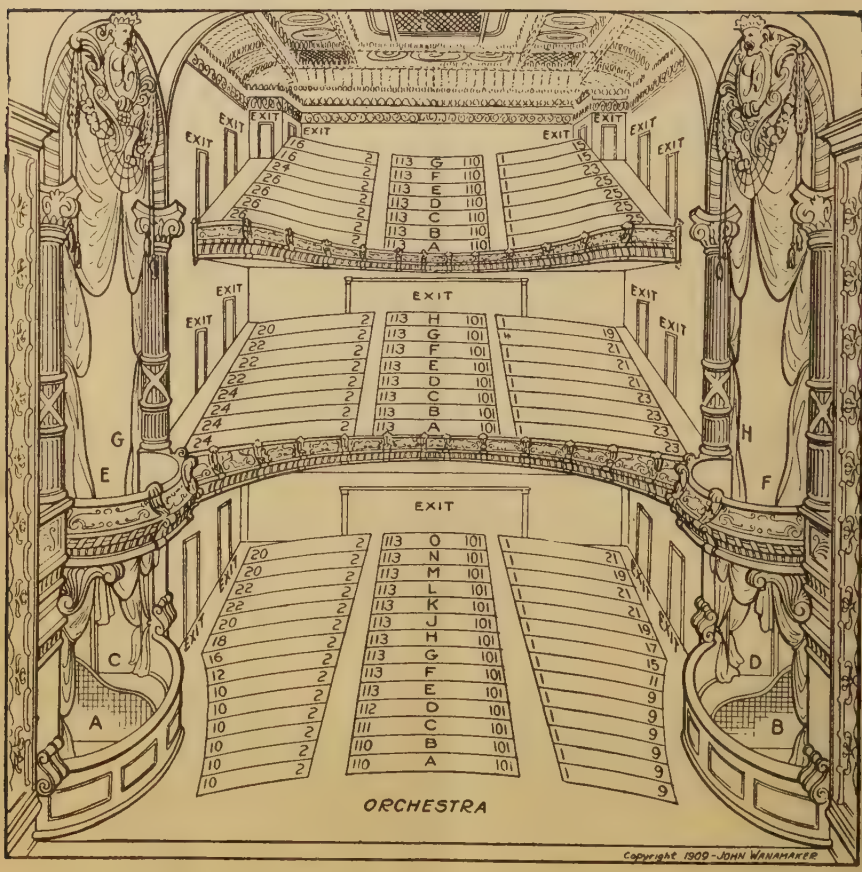
44TH STREET, WEST OF BROADWAY

LONGACRE THEATRE



220 W. 48TH STREET, NEAR BROADWAY

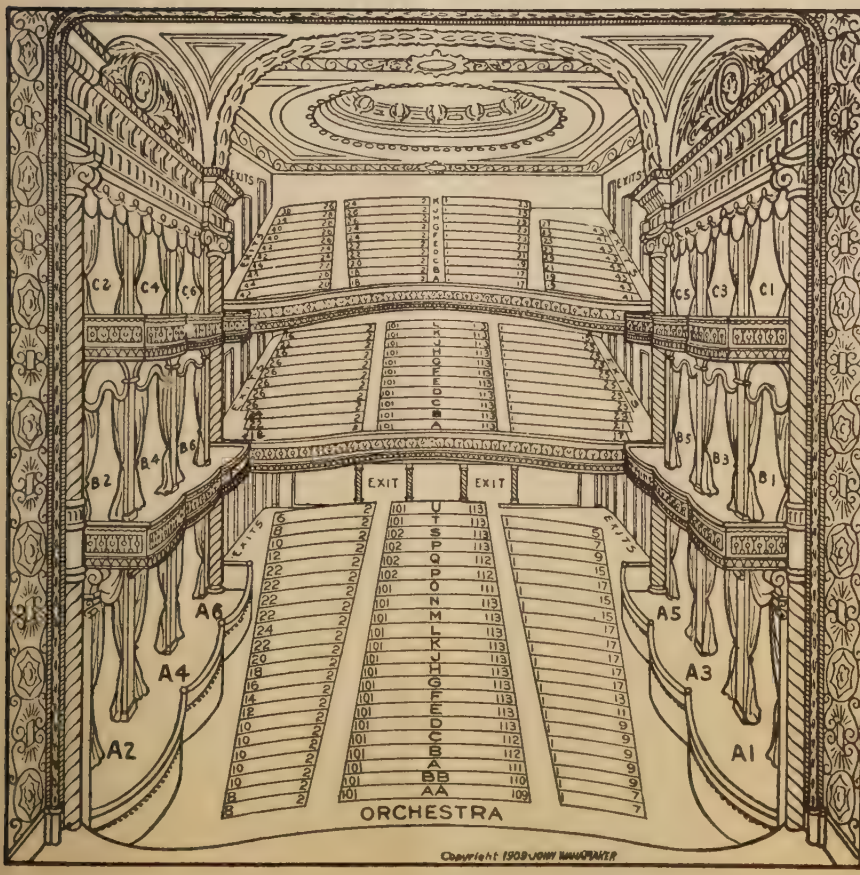
LYCEUM THEATRE



149 W. 45TH STREET, BETWEEN BROADWAY AND SIXTH AVENUE

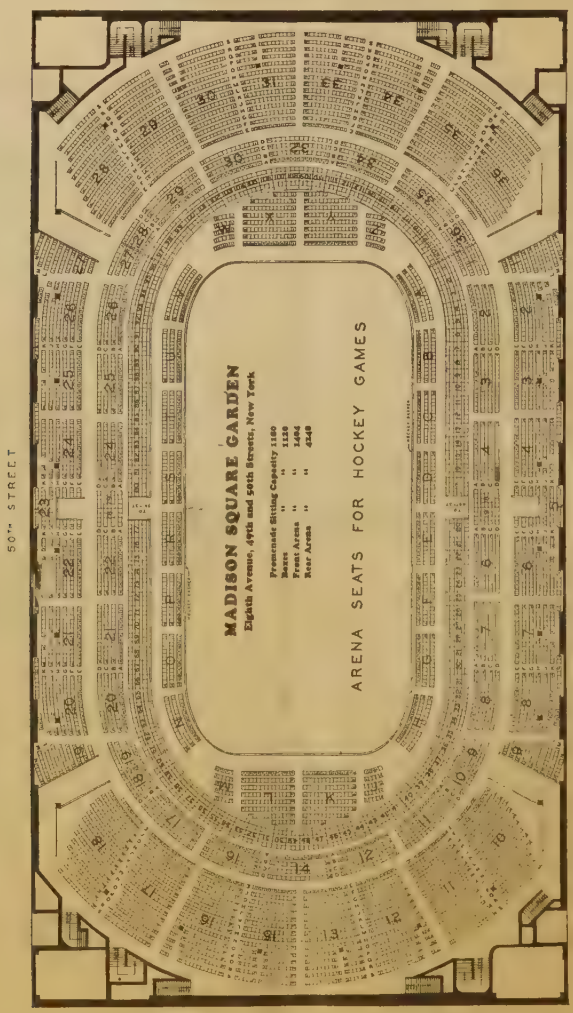
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

THE LYRIC



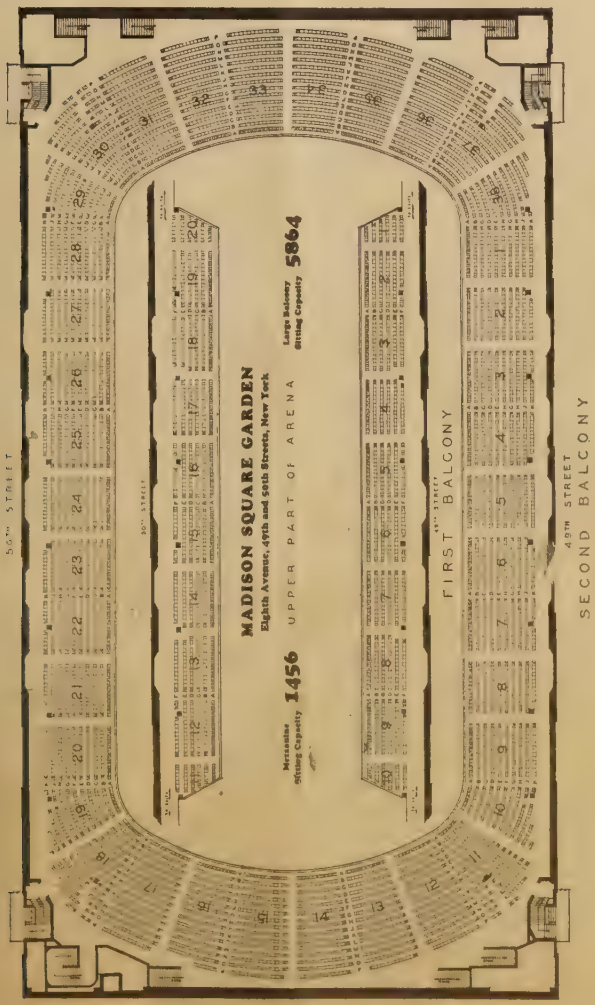
42ND STREET, WEST OF BROADWAY

MADISON SQUARE GARDEN



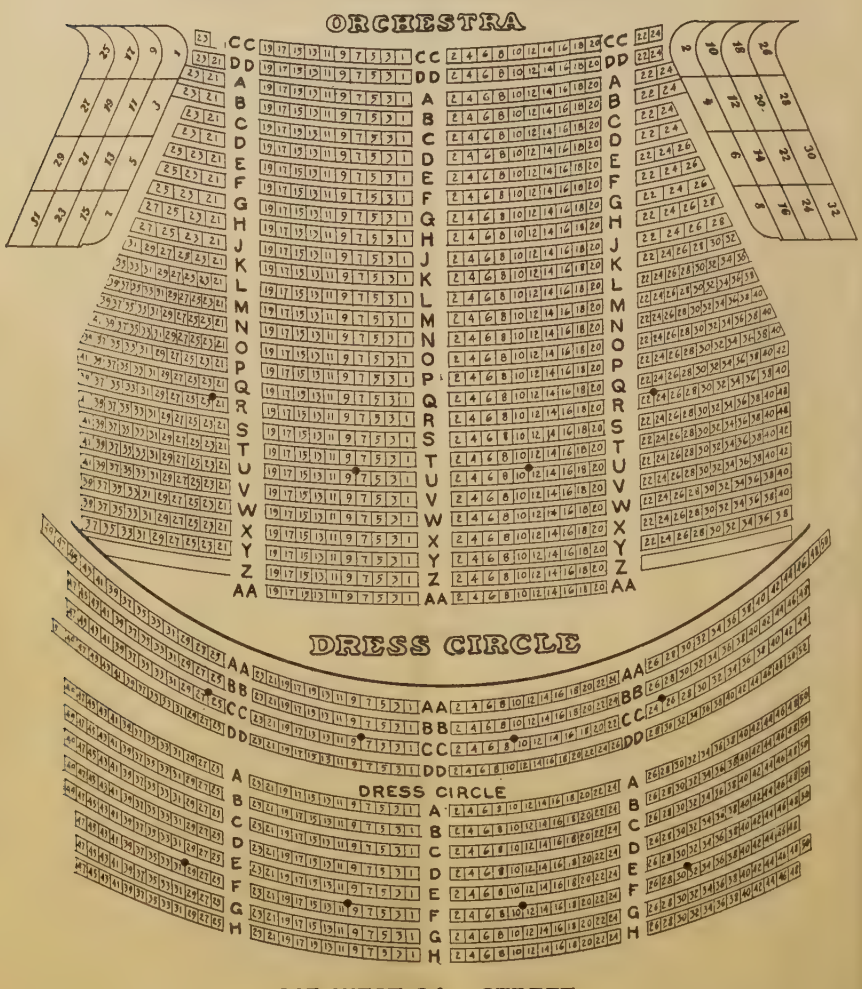
EIGHTH AVENUE AND 49TH TO 50TH STREETS

MADISON SQUARE GARDEN



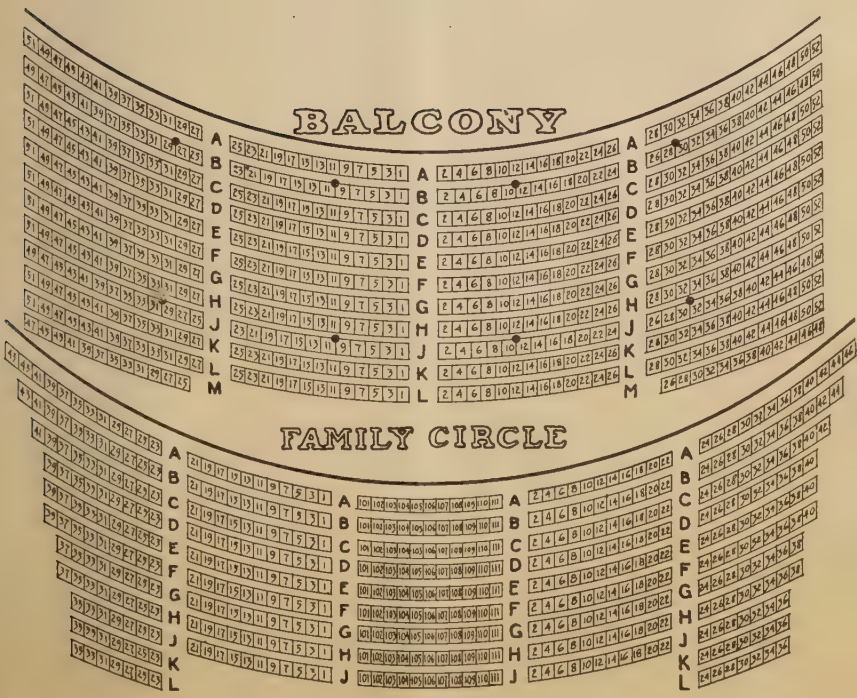
EIGHTH AVENUE AND 49TH TO 50TH STREETS

MANHATTAN OPERA HOUSE



315 WEST 34TH STREET

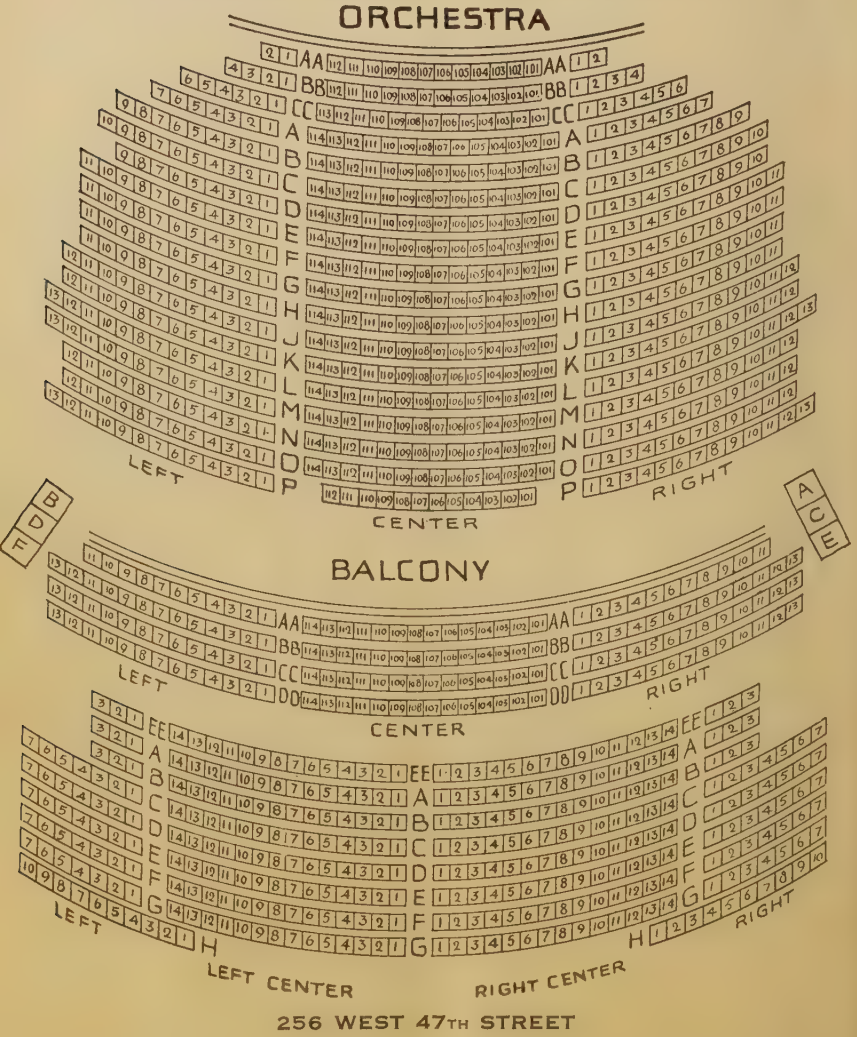
MANHATTAN OPERA HOUSE



315 WEST 34TH STREET

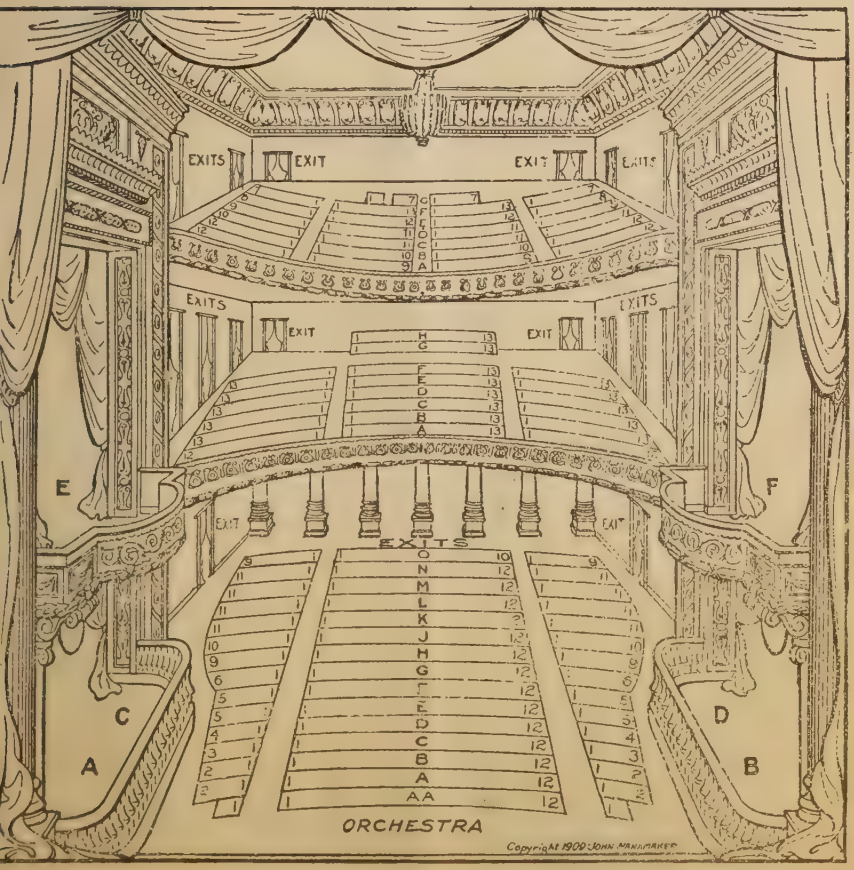
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

MANSFIELD THEATRE



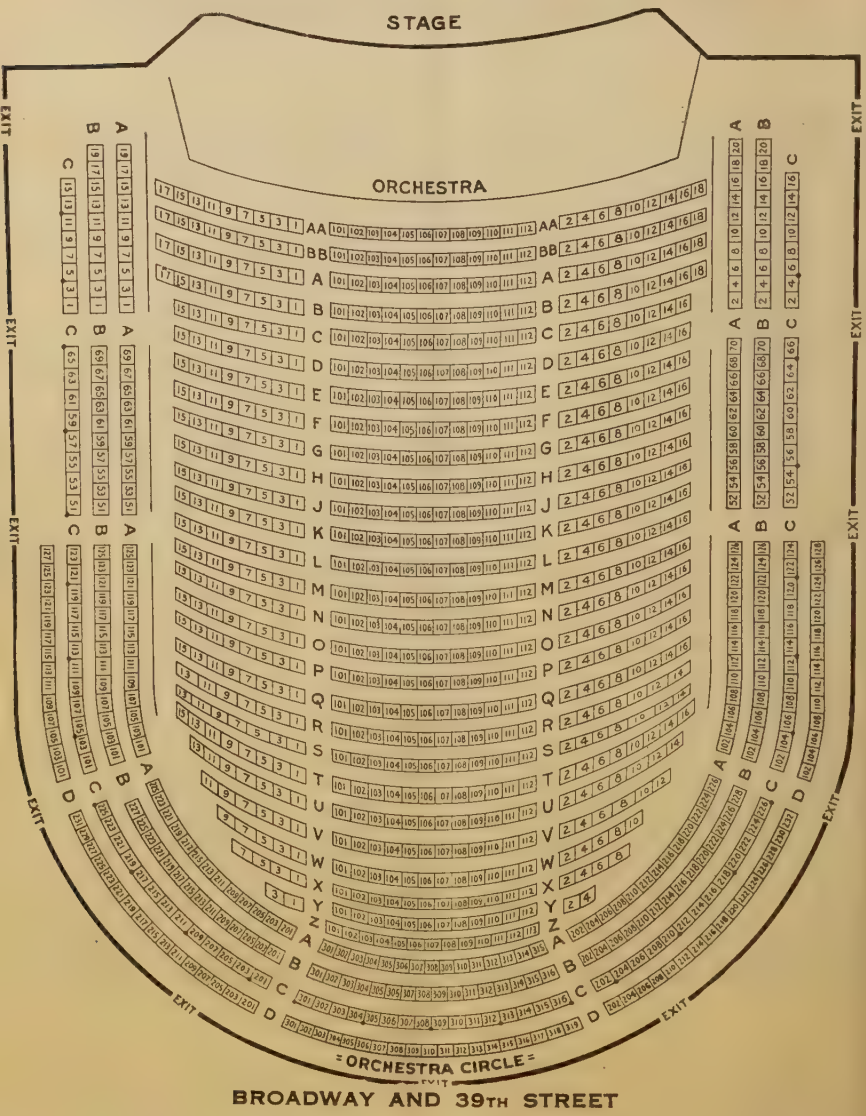
256 WEST 47TH STREET

MAXINE ELLIOT THEATRE



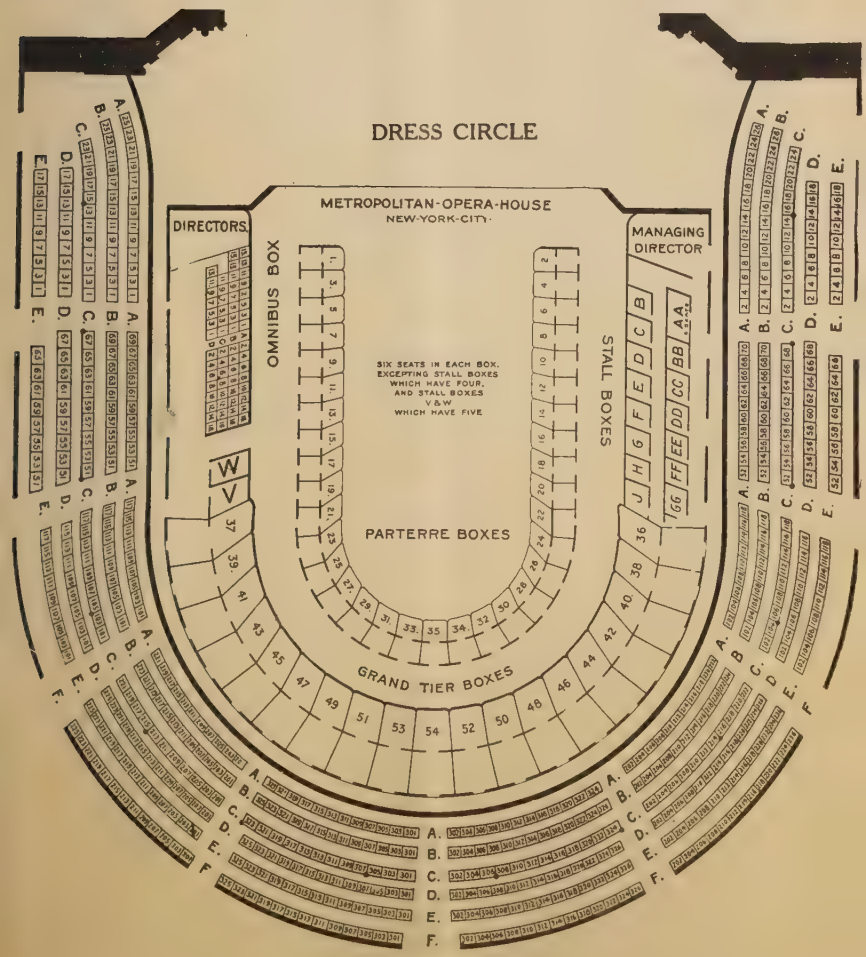
109 W. 39TH STREET, EAST OF BROADWAY

METROPOLITAN OPERA HOUSE

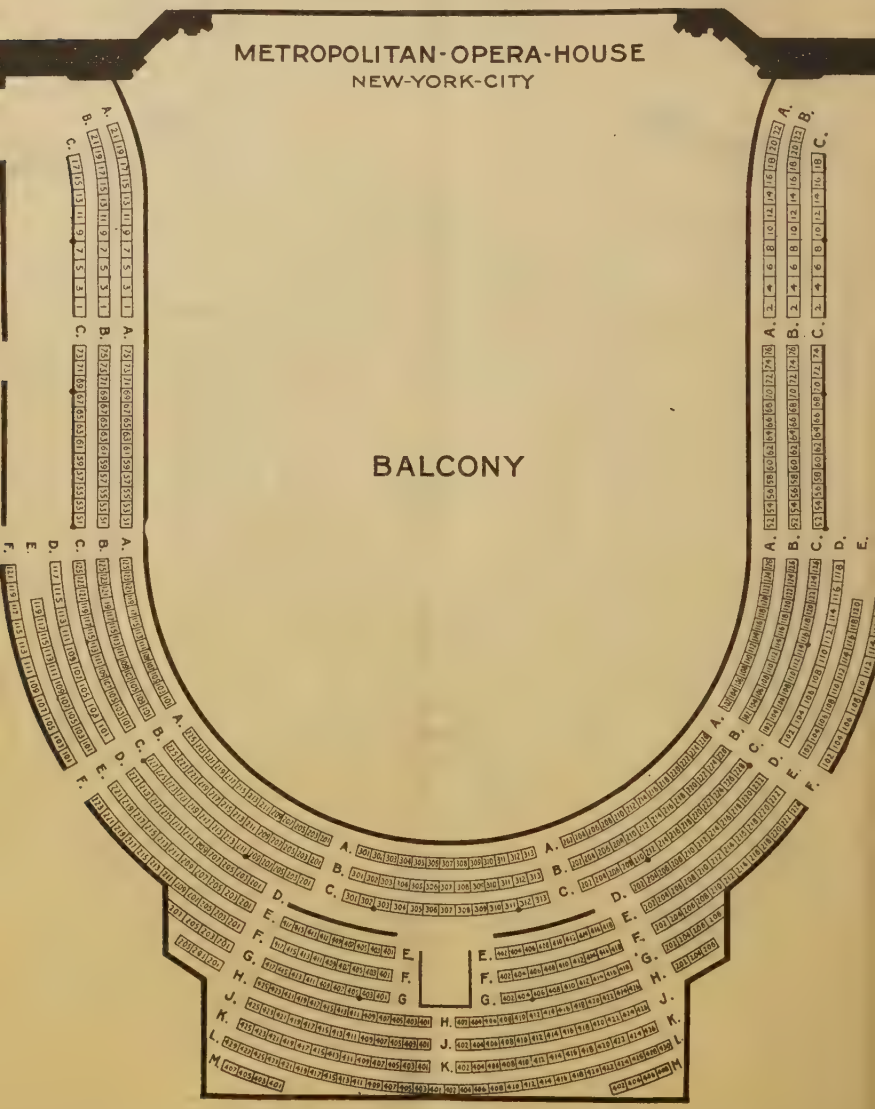


Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

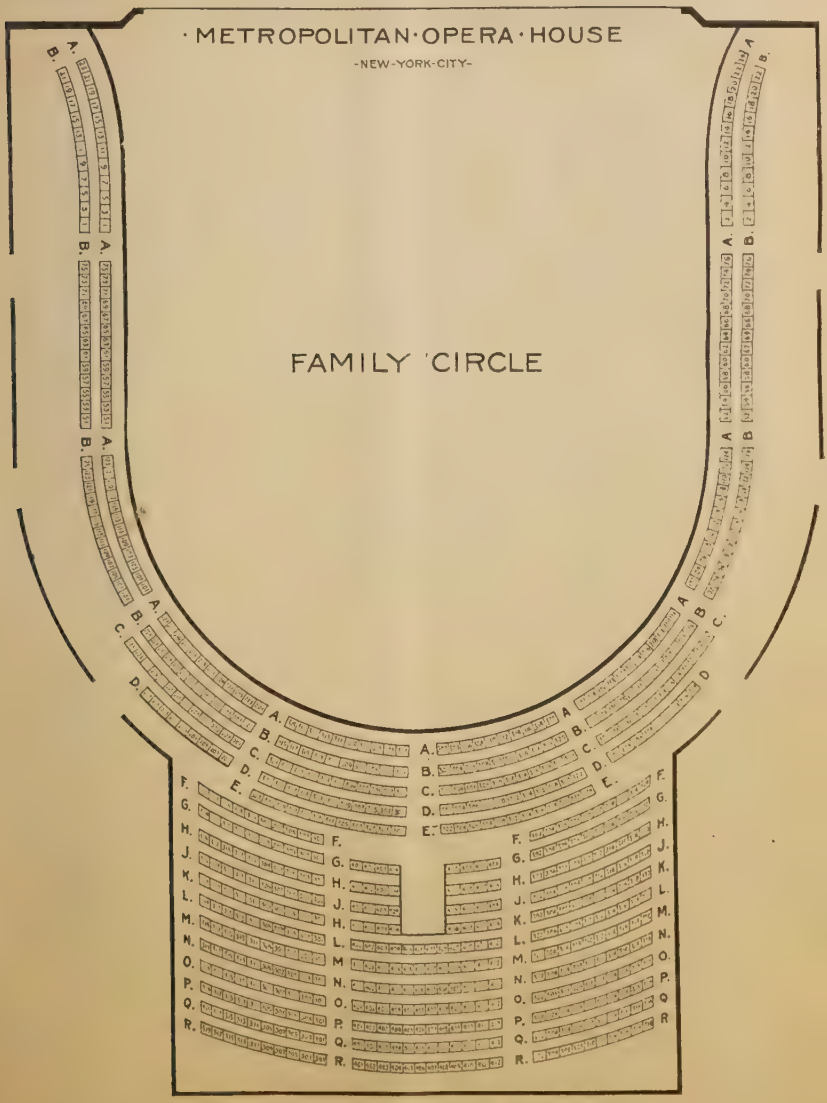
METROPOLITAN OPERA HOUSE



BROADWAY AND 39TH STREET



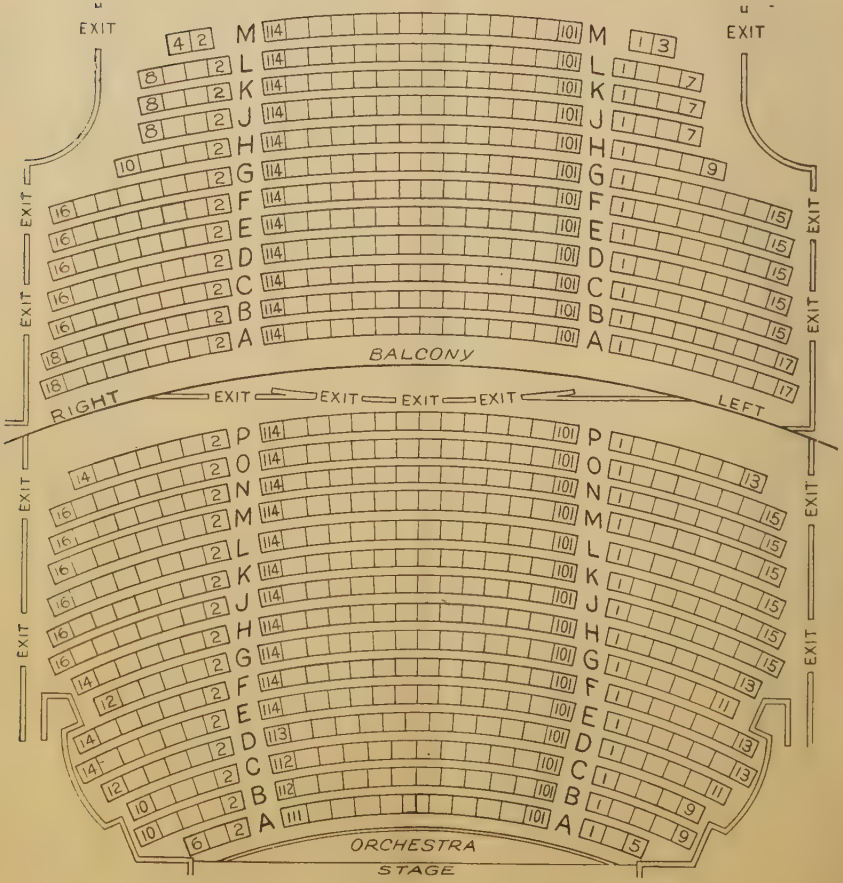
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building



BROADWAY AND 39TH STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

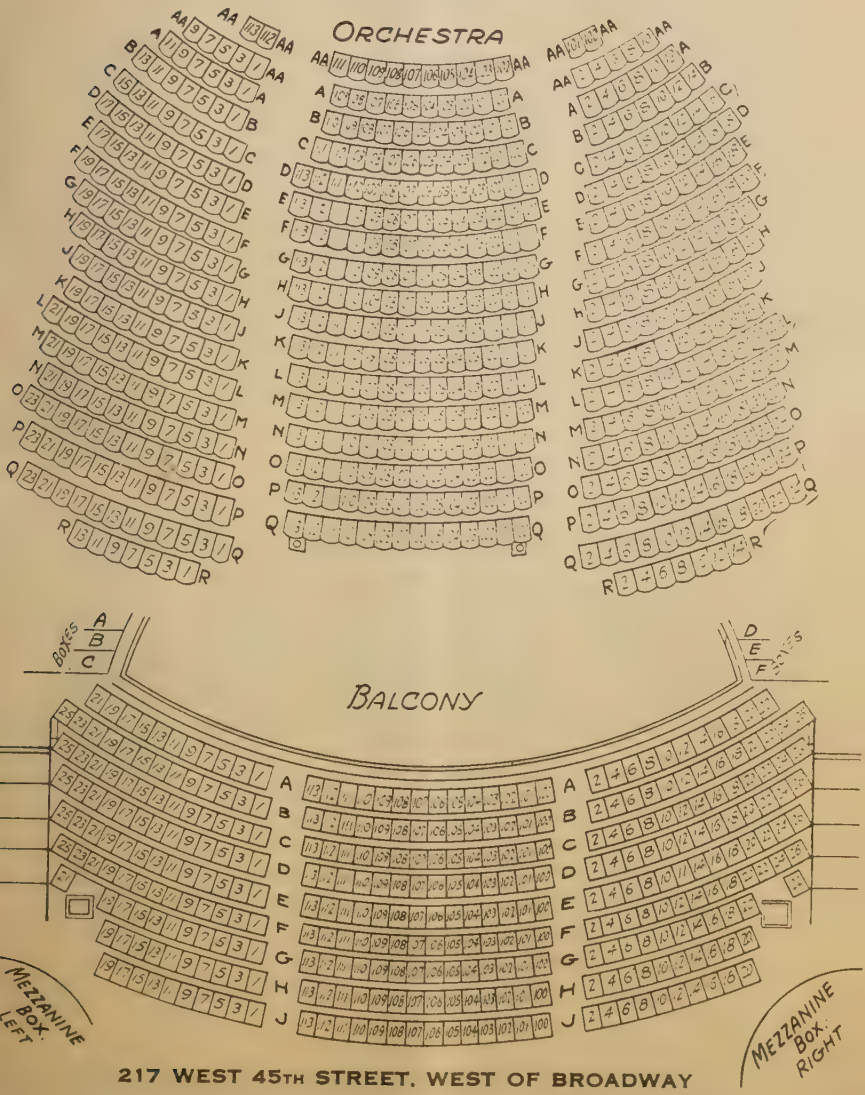
HENRY MILLER THEATRE



124 WEST 43RD STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

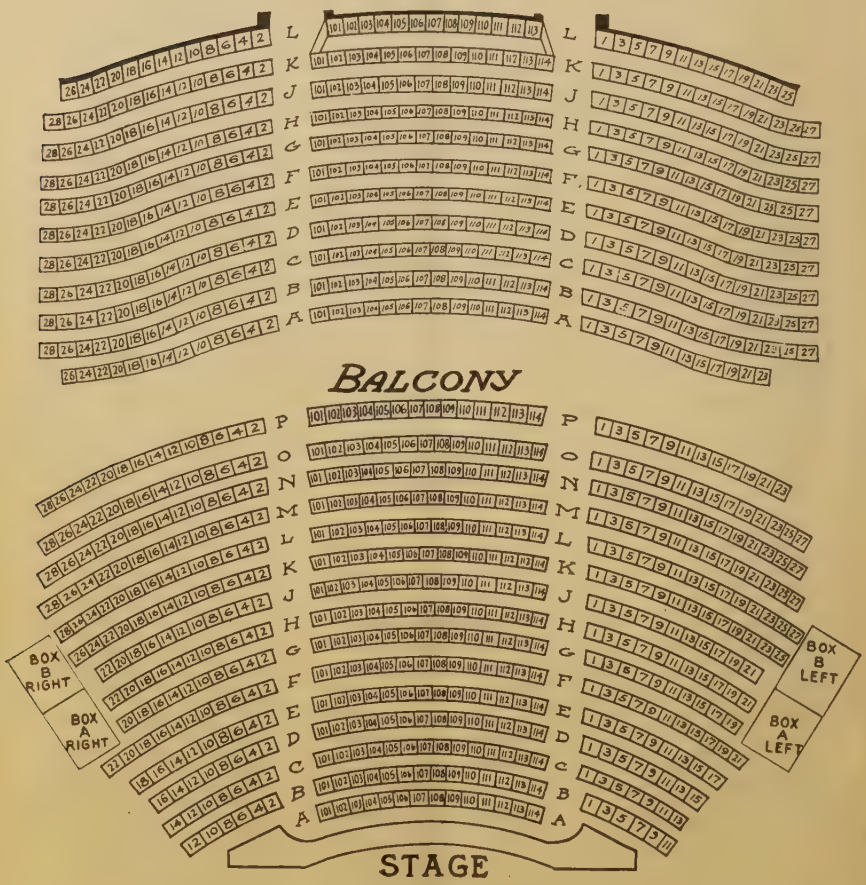
MOROSCO THEATRE



217 WEST 45TH STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

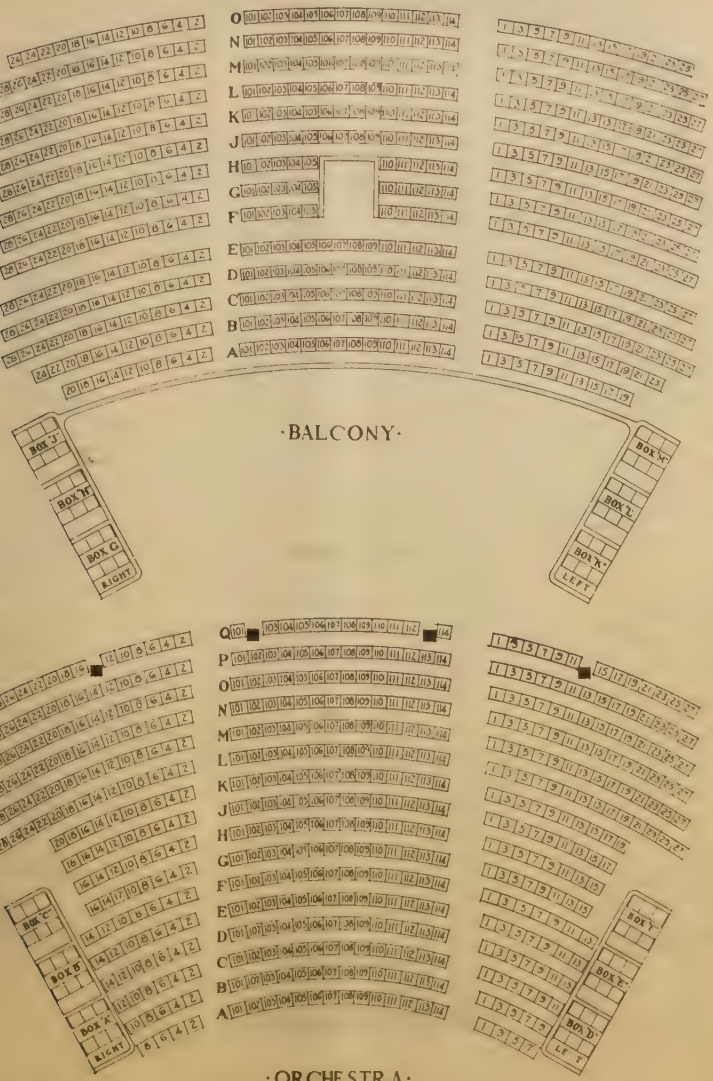
MUSIC BOX THEATRE



239 WEST 45TH STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

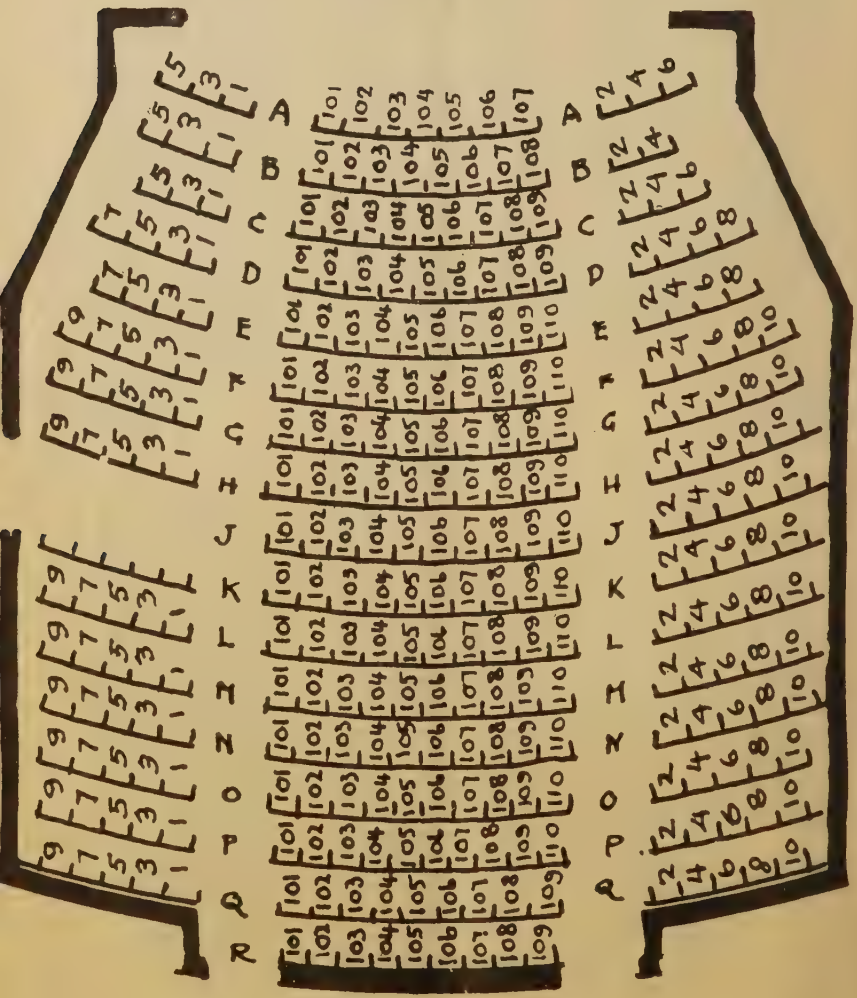
NATIONAL THEATRE



208 WEST 41ST STREET, WEST OF SEVENTH AVENUE

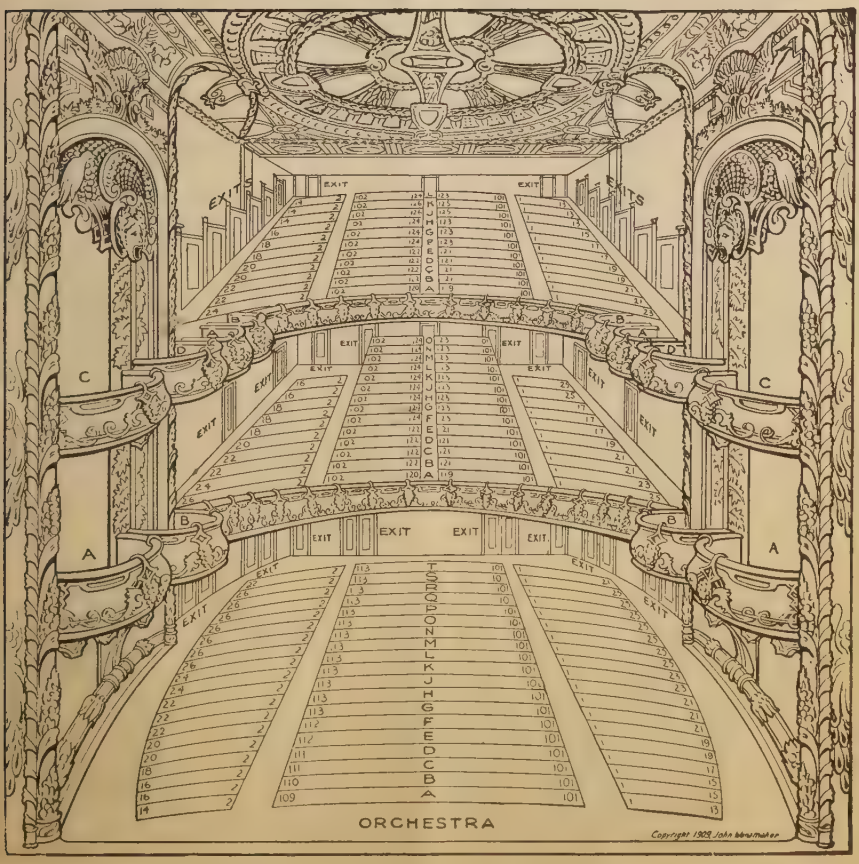
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

NEIGHBORHOOD THEATRE



466 GRAND STREET

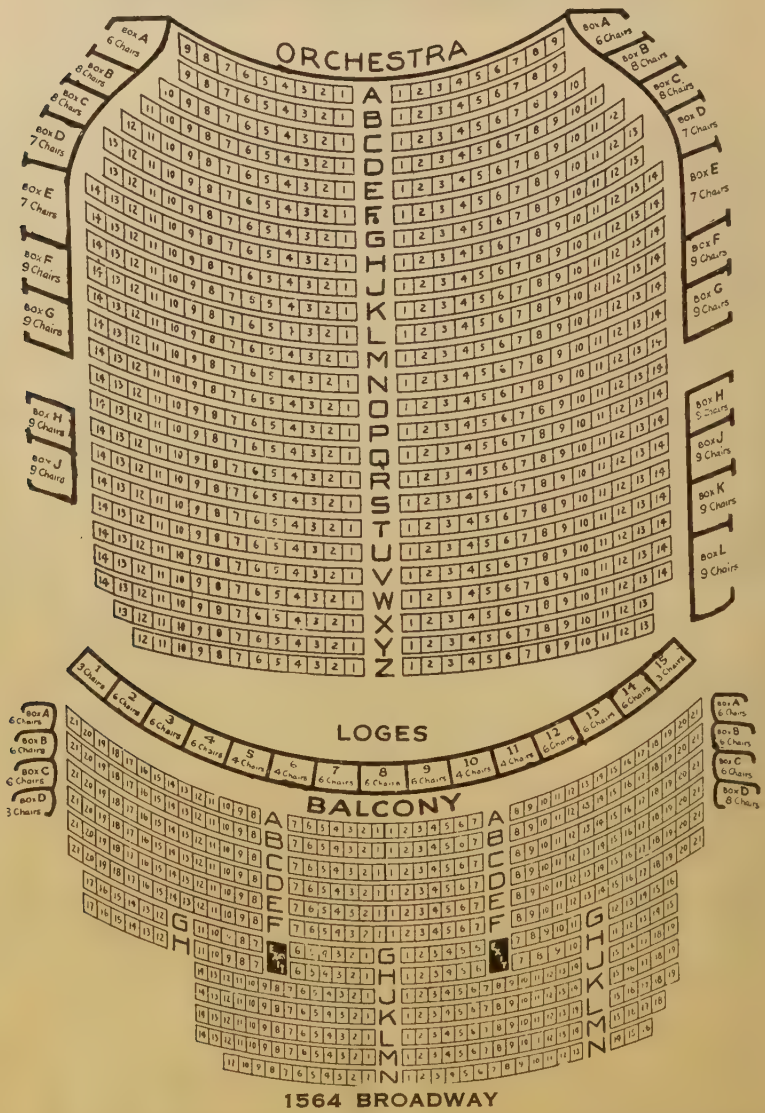
NEW AMSTERDAM THEATRE



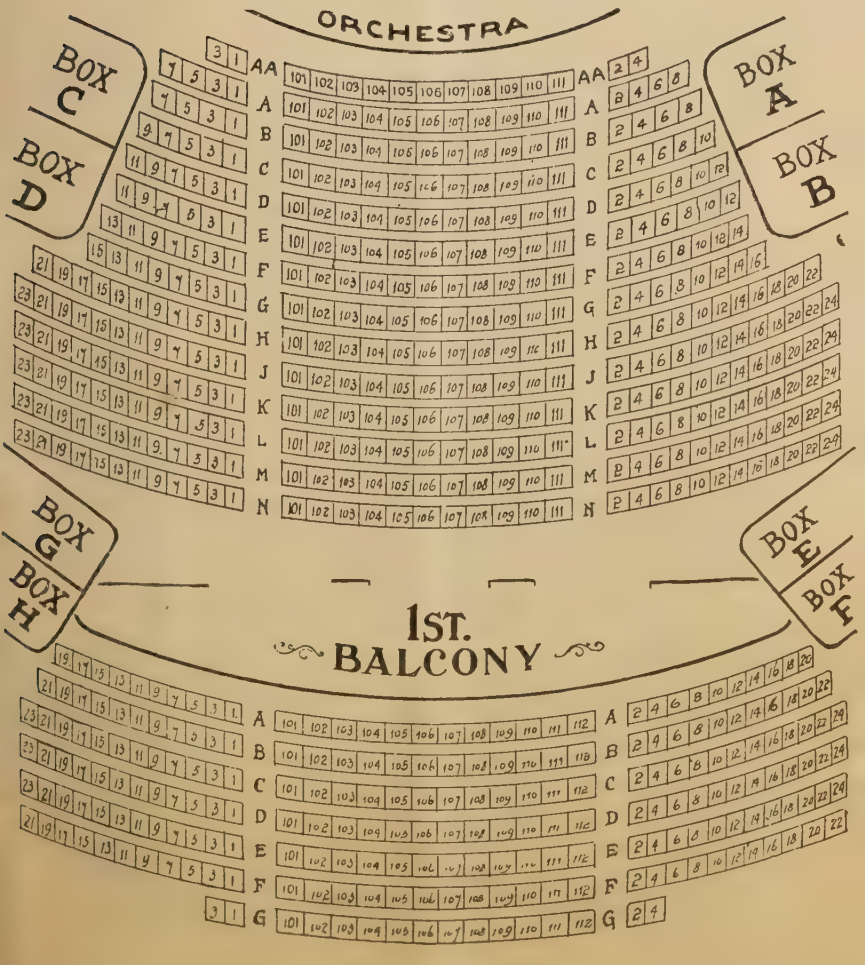
214 W. 42ND STREET, NEAR 7TH AVENUE

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

KEITH'S PALACE THEATRE



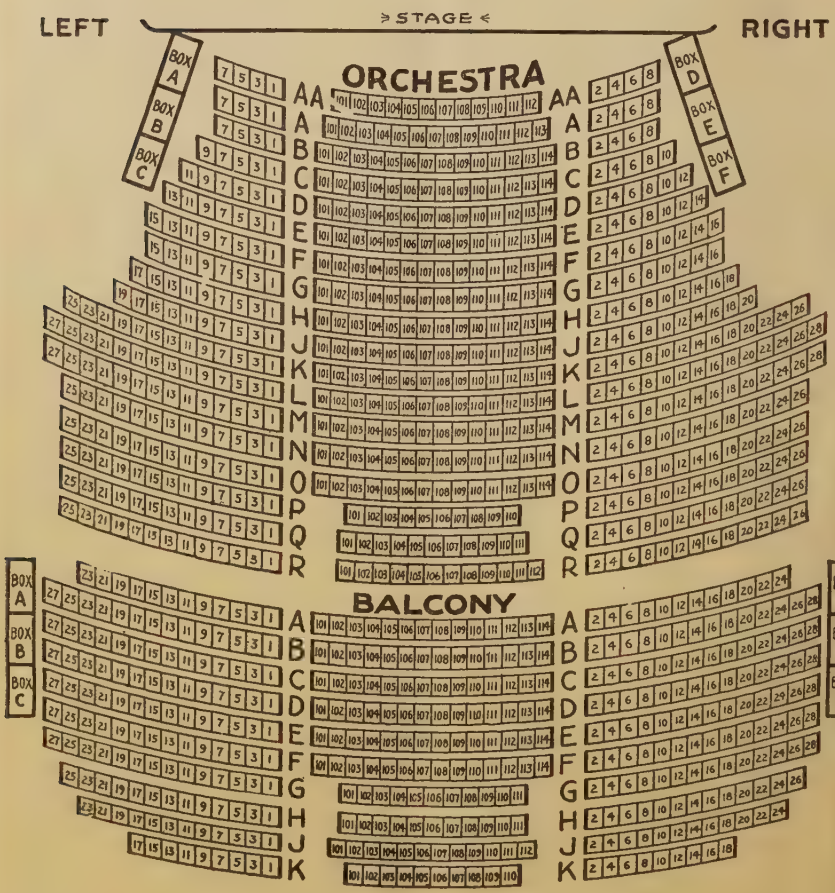
PLAYHOUSE



137 WEST 48TH STREET, NEAR BROADWAY

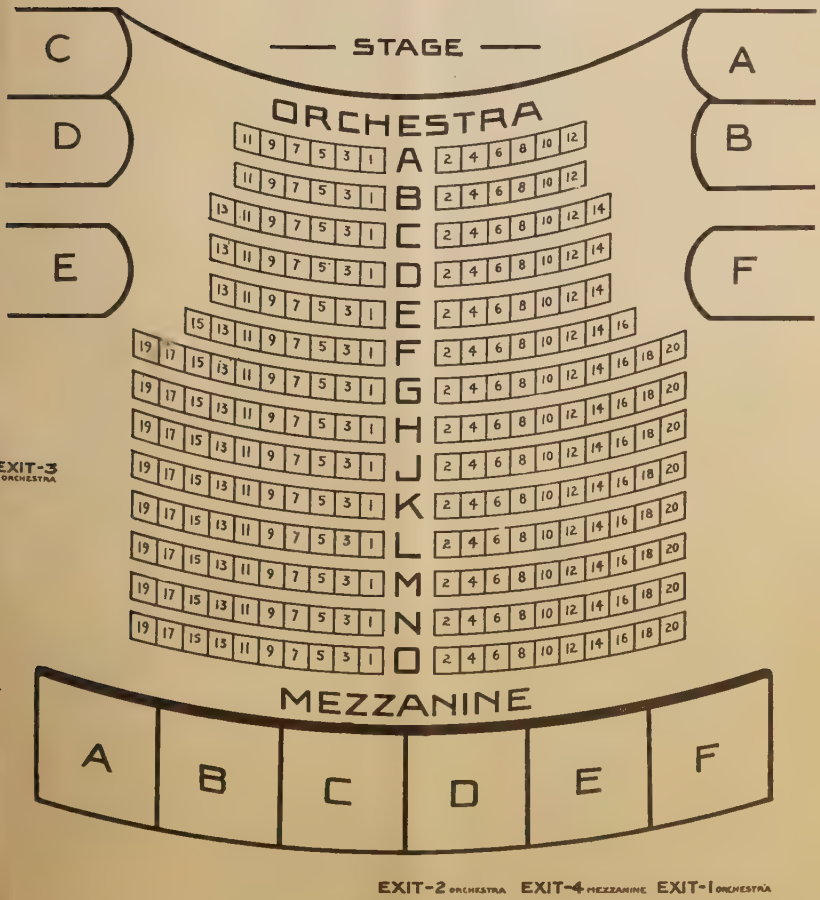
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

PLYMOUTH THEATRE



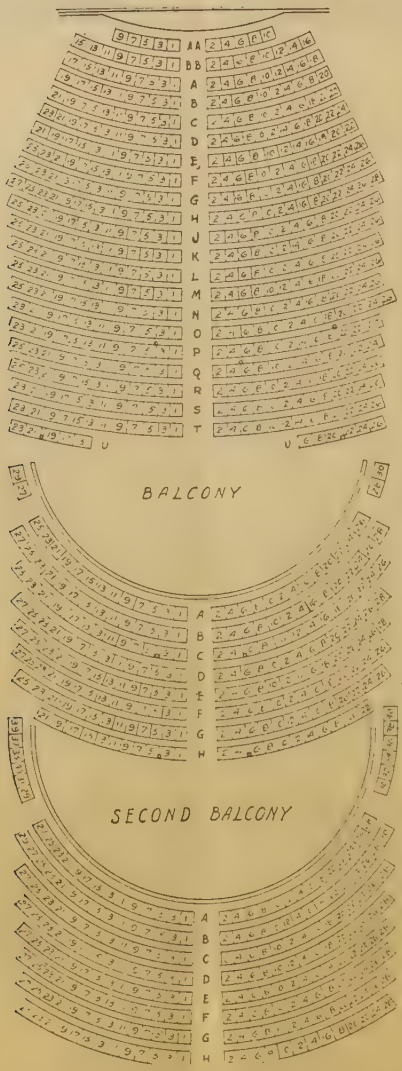
236 WEST 45TH STREET

PRINCESS THEATRE



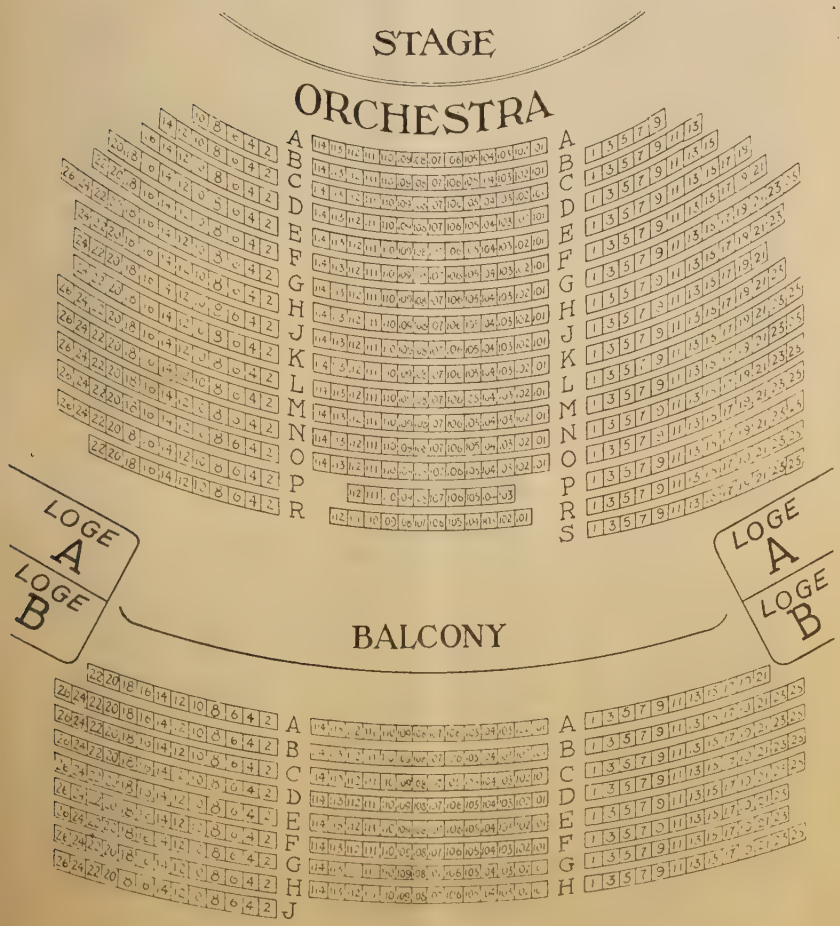
104 WEST 39TH STREET

REPUBLIC THEATRE



209 WEST 42ND STREET

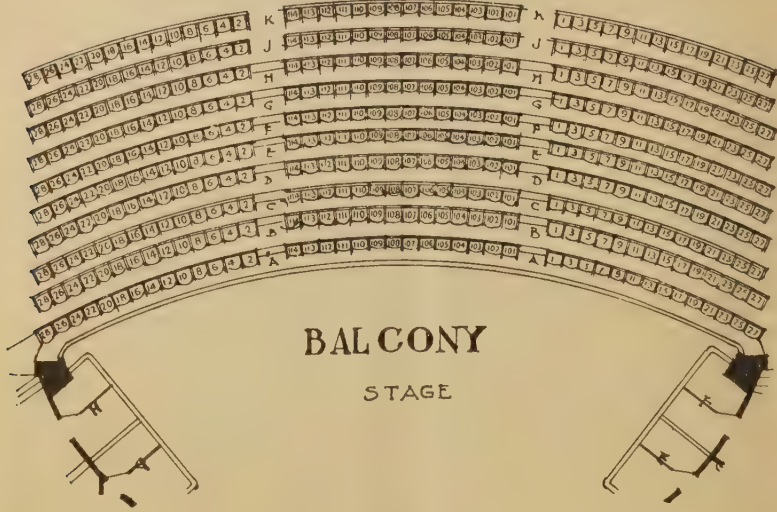
RITZ THEATRE

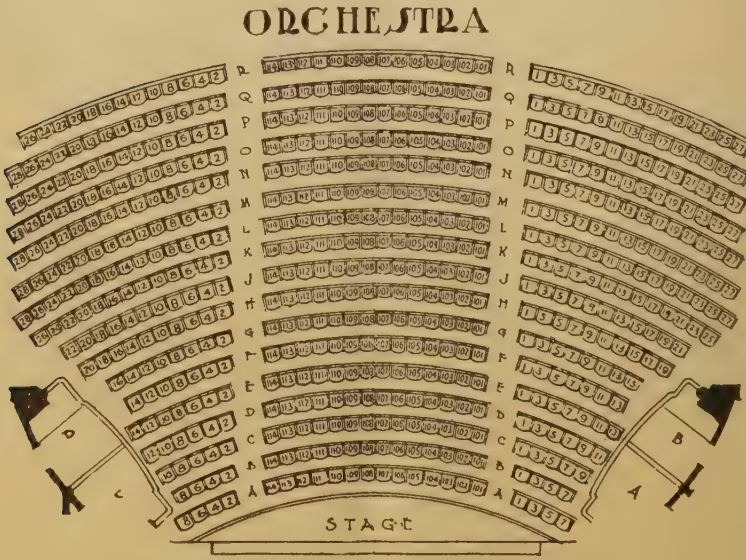


223 WEST 48TH STREET, WEST OF BROADWAY

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

SELWYN THEATRE

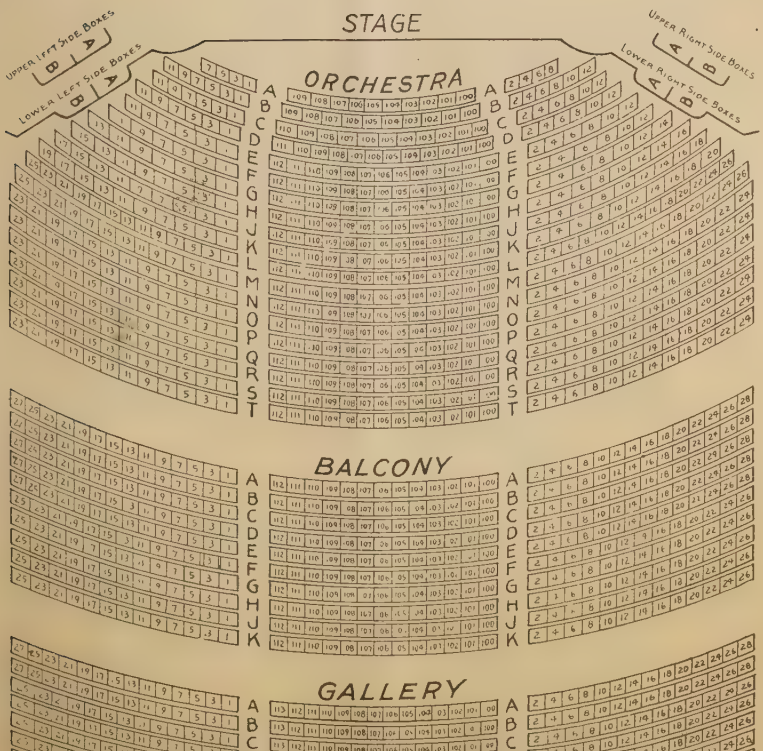




229 WEST 42ND STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

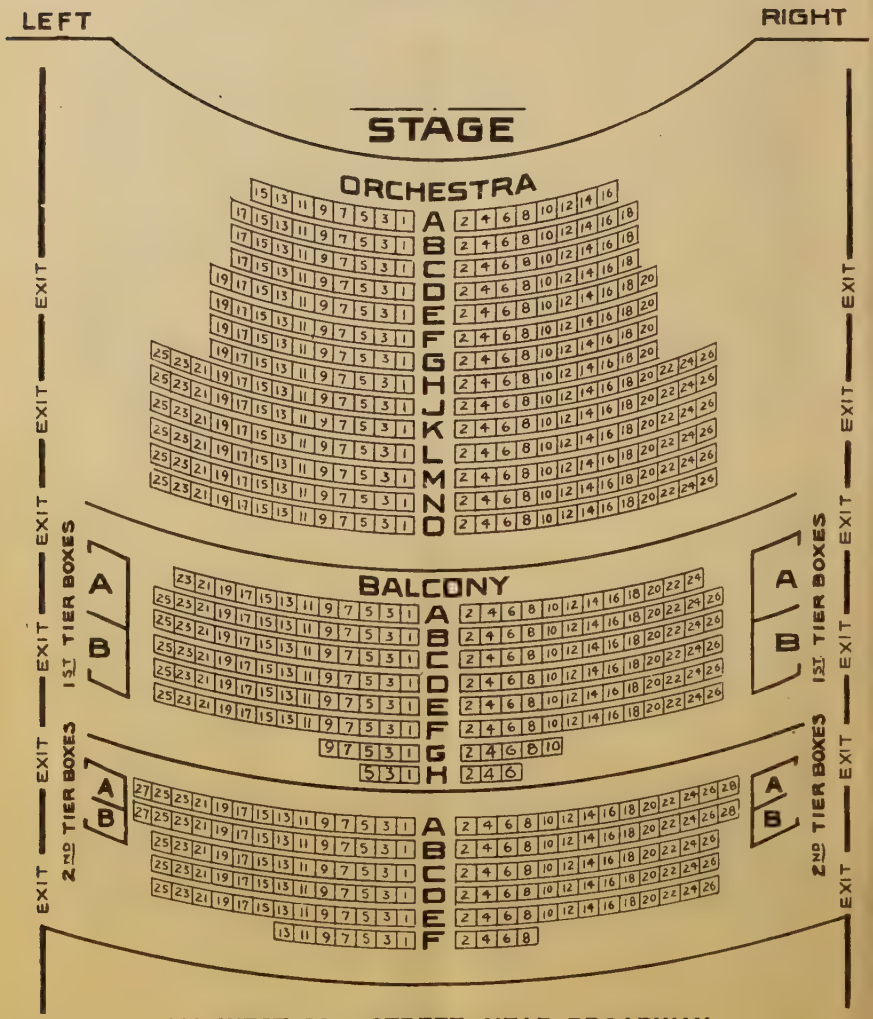
SHUBERT THEATRE



225 W. 44TH STREET, NEAR BROADWAY

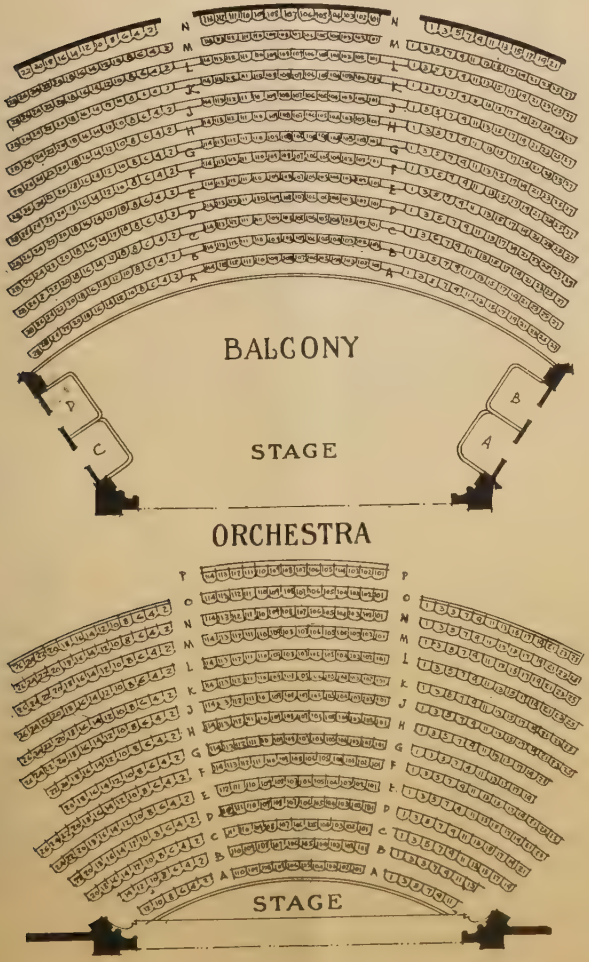
Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

39TH STREET THEATRE



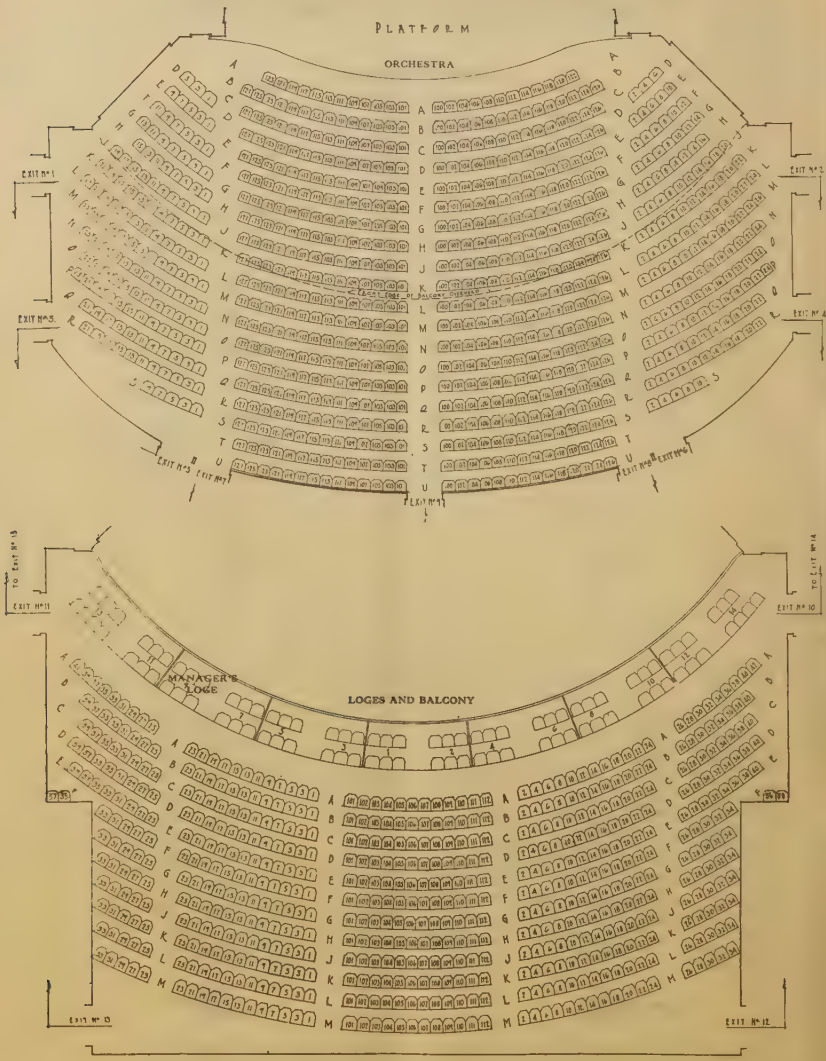
119 WEST 39TH STREET, NEAR BROADWAY

TIMES SQUARE THEATRE



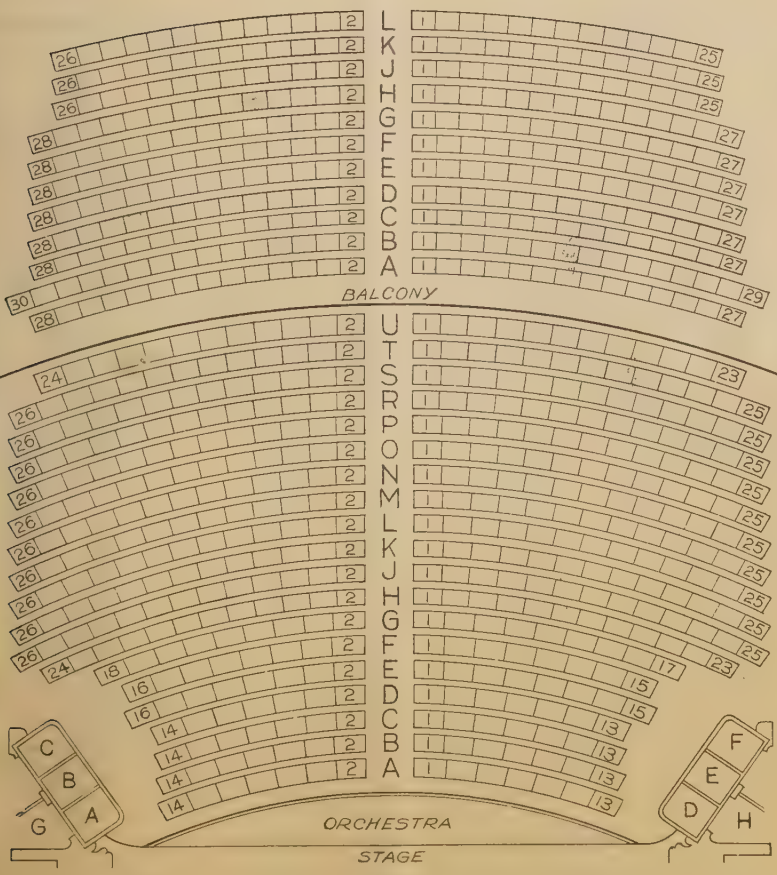
219 W. 42ND STREET, WEST OF BROADWAY

THE TOWN HALL



113-123 WEST FORTY-THIRD STREET

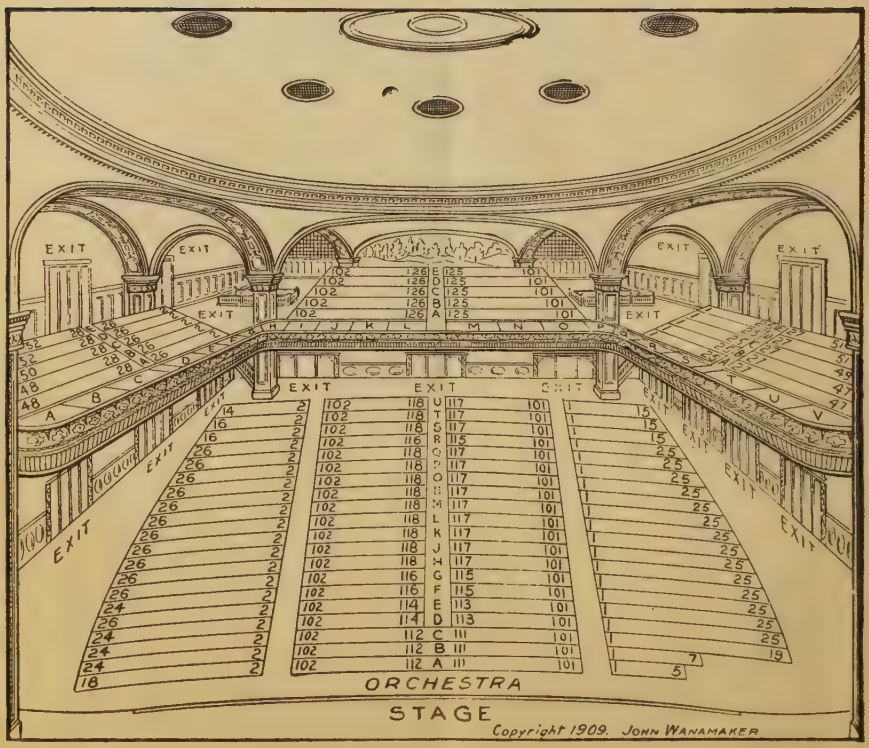
VANDERBILT THEATRE



148 WEST 48TH STREET

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

WANAMAKER AUDITORIUM



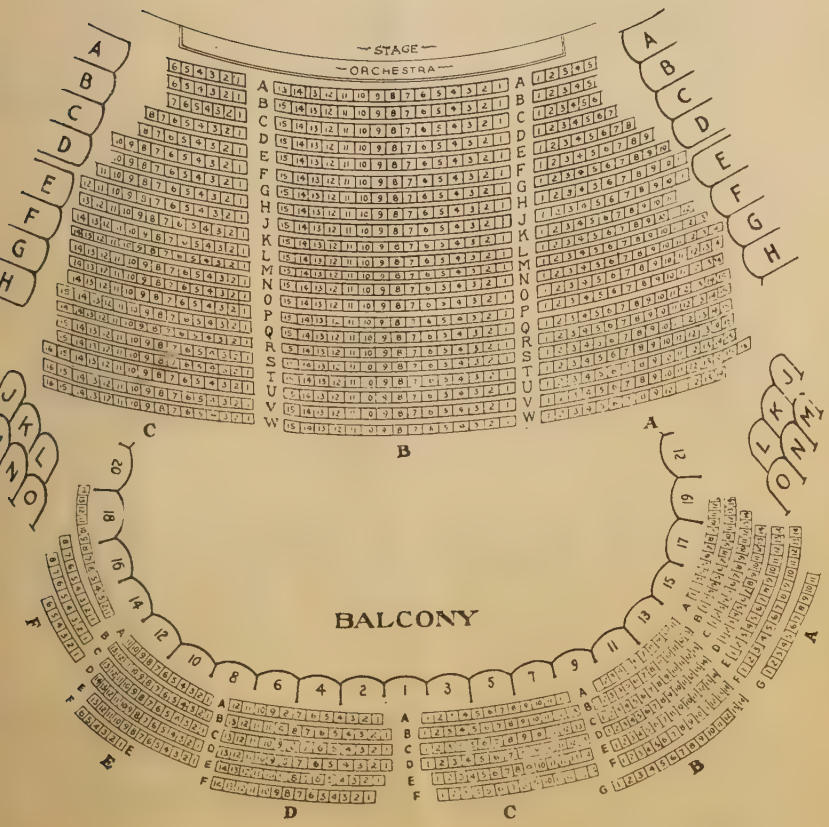
Daily Afternoon Concerts—Admission Free

4TH AVENUE AND BROADWAY AT 9TH STREET
ENTRANCE 9TH STREET

TELEPHONE, STUYVESANT 4700

Tickets on Sale, Box Office prices, Information Bureau, Wanamaker's, Street Floor, Old Building

WINTER GARDEN



1646 BROADWAY, NEAR 50TH STREET

Remember These Wanamaker Neighborly Services— And Use Them Freely!

Post Office MAIL your gifts in the Post Office, Street Floor, Old Building. Stamps? Parcel Post? Registry? Money Orders? Air Mail?—they're all there!

Travel Bureau ALONGSIDE is the Travel Bureau . . . information about Florida, the Canadian Rockies, Europe —any place you want to go. And reservations will be made for you without fee of any kind!

Telegraph and Radio HERE telegrams, cablegrams and radiograms are despatched from the Western Union and Radio Corporation offices that operate every Store day.

Theatre Tickets THERE, too, is the easiest way to take care of the evening . . . for our representative will secure theatre tickets for you without extra charge by us. A handy service!

Wanamaker Auditorium WHICH should remind you that interesting events are happening in our own Auditorium on the First Gallery, New Building, every week-day during the fall, winter and spring seasons! Watch

the newspapers . . . they will inform you of concerts, notable talks, dancing, drama, authors' readings—to enjoy these pleasures you merely have to be there! There is never any admission charge.

Salon de Beauté

GOOD looks are treasured in the Salon de Beauté on the Third Floor, Old Building, whose guiding force is Parisian . . . insuring women that attention to feminine charm which is inimitably French! Kiddies love to come here for hair-cuts that make the most of childhood.

Barber Shop

WHILE the masculine needs are not forgotten, by any means! That mezzanine gallery opening out from the Men's Shops on the Street Floor, New Building, contains an exceptionally good Barber Shop.

Restaurant and Tea Room

GOOD cheer to all! For when the call for luncheon or tea makes itself known to the inner self, simply take an elevator to the Wanamaker Blue Rooms, on the Eighth Gallery, New Building. An airy restaurant, newly decorated, a view of the River, good music, delicious menus, home cooking, expert service . . . no wonder the restaurant is sought by good—and dainty—appetites!

Fur Storage

DON'T forget that on the Tenth Gallery of that same building is the largest Fur Vault in New York City. Arctic temperature is a better protection from moths than all the chemicals that have ever been devised!

Budget Service

ALL home-makers find our furnished homes a real service. Hundreds each day visit the Little Home that Budget Built on the Sixth Gallery, where problems of furnishing are studied and solved through planned buying. Here, too, incomes from $1,000 to $100,000 and upwards are analyzed on request by an expert in Budget Apportionment free of charge to any applicant. Here, too, is the Budget Credit Office which makes it possible for you to buy home furnishings out of your monthly income, so that you will not have to deplete your savings!

Kitchens and Nurseries

THE Six Little Kitchens of the Home Budget Service, on the Seventh Gallery, show combinations of cooking efficiencies to fit any purse. And the Child Study Nurseries of the Home Budget Service, on the Third Floor of the Old Building, will delight the heart of every mother—past, present or to be. Ideals of the Child Study Association of America have been expressed in these four lovely and practical rooms.

Au Quatrieme Belmaison

THERE'S Belmaison on the Fifth Gallery of the New Building where modern luxury is combined in correctly designed interiors, with faithful reproductions of distinguished period furniture. Here indeed are whole volumes of lessons in interior decorating! Cross the Fourth Floor Bridge into the Old Building, and you'll find yourself in Au Quatrieme, whose many rooms offer vista upon vista of authentic and rare antiques. The Spanish House, which is a feature of Au Quatrieme, is a source of authority to those interested in Spanish beds and chests and pottery . . . and precious educational and

aesthetic values are evident in the American House, which is as much in the best native tradition as if it were a part of the most famous American museum.

Shoppers and Guides

WHILE we're in the Old Building, we should stop off at the First Floor and the Personal Service Offices. Ask for a guide if you're not acquainted with Wanamaker's and make your first tour with this interesting assistance . . . it's the quickest way to get your bearings in this vast Store! Shoppers will help you without charge in your selections in the Store, and do everything to make the wheels run easily. Personal Service also provides competent interpreters for foreign visitors.

Rest Rooms

FOR the convenience of women shoppers there are Rest Rooms on the Eighth Gallery and Mezzanine Gallery of the New Building. In the Old Building they are situated in the Downstairs Store, and on the First, Third and Fourth Floors.

Easy Access

REMEMBER that Wanamaker's is centralized by its Transportation Facilities. The Fifth Avenue Bus System has a Wanamaker Terminal—the I.R.T. and B.M.T. subway systems enter into our very building. The Broadway, Fourth Avenue and Eighth Street surface cars ply their ways by . . . while the Third Avenue Elevated is one short block away!

A Friendly Store

AND we have not mentioned all! There are all the many services one needs when moving. Interior decorating, dry cleaning . . . rug and carpet cleaning . . . reupholstering . . . carpets, rugs and

linoleum laid, fitted . . . window shades and curtains made and hung, pianos tuned. Then there is a Bureau of Churches . . . a Bus System between here and Philadelphia . . . the Baltimore and Ohio train connection coaches stop at Wanamaker Station both coming and going . . . parcel checking service at the I.R.T. subway entrance! And of course the Bureau of Adjustments, where anything that's not to your liking will be made right, on request. Branches of the Bureau and of the Credit Office adjoin the Public Services on the Street Floor of the Old Building, to the great satisfaction of all concerned. These are all indications that Wanamaker's is the Neighborly Store! YOUR STORE!

Personal Service

A TELEPHONE call will put any one—or all—of these convenient services to work for you . . . saving steps. Call Stuyvesant 4700 and ask for PERSONAL SERVICE.